

The BRIDGE

The Credit Union Way to Economic Betterment

Official
Publication
of the
CREDIT UNION
NATIONAL
ASSOCIATION
Inc.



Legend on page 50

MARCH 1945

41,033 New Members . . . Caveat Emptor . . . We're Winning the War Against Inflation

No Quorum Worries

APPROXIMATELY 250 people, practically 100 percent of the membership, were present at the recent third annual meeting of the Chowen Credit Union, in Edenton, Chowen County, N. Car.

It is impossible to put "into words the enthusiasm which was displayed at the meeting," writes D. R. Graham, superintendent of the Credit Union Division of the North Carolina Department of Agriculture, who was the principal speaker.

Following the giving of the reports of officers and committees the books of the credit union were opened to receive payments on shares. Toward the end of the meeting the treasurer reported collections in excess of \$4,000—which brought the total share capital almost to \$35,000.

Checks covering dividends on shares for 1944 had been prepared in advance and were passed out to members present. Only a few checks were left at the close of the meeting.

In addition to the business meeting, and Mr. Graham's address, there was a musical program and refreshments.

Participating in the discussions were several notable guests, including Mr. Graham; Professor S. P. Dean, president of the Light of Tyrrell Credit Union, who is recognized as an outstanding Negro credit union leader of the country and who is largely responsible for the extraordinary Negro credit union movement in Eastern North Carolina; A. S. Bynum, auditor of the Credit Union Division of the state Department of Agriculture; Hubert M. Rhodes, Cuna field secretary; and officers of four other credit unions of that area, all of whom reported splendid progress for their credit unions during the past year.

President W. H. A. Stallings gave special recognition to "Mrs. Jones," the first member to join the famous Light of Tyrrell Credit Union in Columbia, North Carolina.* He referred to her as "a young woman who has had no little part in the development of that credit union."

Mrs. Jones, who is 85 years old, responded with an enthusiastic expression of her belief in and appreciation of credit union principles. She appealed to all members present to adopt and continue the thrift habit.

Frequent Meetings

In a joint report on this meeting Mr. Graham and Mr. Rhodes closed with these comments:

*See July 1944 BRIDGE, page 148.

"One thing conducive to the success of this organization and similar organizations in Eastern North Carolina is the frequency of the membership meetings. Usually there is a gathering of members at least once each month and in a good many cases membership meetings are held weekly.

"While proper emphasis is placed upon systematic saving on the part of members, the credit union is also serving to take care of the credit needs of its members. It was observed that a large percentage of the assets was out in loans to members. The record of repayments is very good and delinquencies are at a minimum. From examples like this and that of the Light of Tyrrell Credit Union, other groups in the area are being encouraged to organize and develop credit unions."

Reverend J. E. Tillett is the secretary-treasurer of this credit union.

"—and Credit Unions"

The seventh annual convention of the Illinois Industrial Union Council, state association of CIO local unions, meeting in December, adopted its educational committee's report which calls for "providing union members with information on consumer co-ops and credit unions."



J. Clifford Hill, new managing director of Nova Scotia Credit Union League, organized the first credit union in Halifax in 1936; has organized or helped organize 45 credit unions and is a member of the Founders Club. He organized first credit union chapter in Halifax in 1937. Since 1937 he has been a director of the Nova Scotia Credit Union League, and was its president for two years. He is a director of the Halifax Consumer Cooperative Society, which he helped initiate.

THE BRIDGE

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Cover Picture

Members of a rural credit union help a fellow member spruce up his house.—A National Film Board of Canada picture.

CUNA

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THE BRIDGE—March, 1945

41,033 New* Members

Pennsylvania again leads with 7,347

FOR the second year Pennsylvania reports the greatest number of new members in the second annual membership drive.

Reports are still coming in, and several provinces and states which we know had particularly strong campaigns have not reported, but our deadline is upon us and here is how the figures stand as we go to press:

	Credit unions reporting	New members reported
Pennsylvania	375	7,347
Illinois	225	7,194
Nova Scotia	213	3,124
Kentucky	84	2,627
Wisconsin	163	2,156
Georgia	67	2,045
Manitoba	80	2,000
Michigan	50	1,763
Florida	167	1,582
Missouri	81	1,577
Alberta	147	1,522
New Jersey	214	1,275
Ontario	65	1,250
North Dakota	30	1,200
Iowa	121	1,134
North Carolina	76	1,049
Massachusetts	52	905
Connecticut	97	467
Oklahoma	9	330
Indiana	10	250
Virginia	22	160
South Carolina	17	158
Quebec	8	119
South Dakota	23	103
Montana	21	98
	2,391	41,033*

This is not as good showing as the over 53,000 turned in last year, but although the reports are still coming in we are officially closing the drive at this figure, in fairness to those who reported promptly (we gave several reminders of the closing date) and to keep drive publicity from dragging on into an anti-climactic lag.

We shall however publish in future issues as a matter of general interest any subsequent reports we receive. Let us have your latest figures, please.

Analysis Difficult

It is, of course, exceedingly difficult to analyze these reports or to say precisely which are the most gratifying.

*As we go to press C. E. Murphy, executive secretary California Credit Union League, writes, "Reports have been very slow coming in from credit unions and from the few that have been received to date, it would appear, and this is only an estimate, that the increase in membership in California during the second drive will be approximately 5,000 or 6,000 members.

The difference in the size of the credit unions reporting, the difference in the number of credit unions in the various provinces and states, the advantage new credit unions have over old ones in getting new members—these confusing factors make it presumptuous to make any effort to rank the reporting credit unions in order of merit. The above ranking according to new members reported is not to be so interpreted. (We might have listed the reporting leagues alphabetically, but the listing used seemed to offer some advantages to the reader.)

THE BRIDGE wishes to congratulate all the leagues and individual credit unions which participated. All are on our own private honor roll.

We are much more interested in the totals than we are in the individual showings. Roughly one-fourth of our credit unions participated, and those that did averaged 15 new members each. Unfortunately we do not know whether that is a net gain, even in the case of those credit unions reporting, although several reports indicated that it was; two indicated the opposite. It will be some time before we shall have positive information as to whether the movement lost or gained members during the last year, but of this we are sure, those credit unions which participated in the drive are better off as to membership and membership participation than they would have been if they had not participated. Here are some individual indications that that is so:

Buffalo, New York

"Our annual membership drive just ended and was very successful. Credit union membership here was increased by more than 20 per cent. . . . This gives us a membership of approximately 98 per cent of all our Buffalo employees. There's still room on the Bandwagon for the few remaining non-members to hop aboard before the Annual Meeting."—THE BEACON, January 1945, The Fairmont Creamery FCU, Buffalo, New York.

Dodge City, Kansas

Cliff Skorstad, Cuna fieldman, reports that the Exchange FCU, Dodge City, Kansas, set 300 new members as its goal; got 326. It had 94 members last year.

Rochester, New York

Joseph A. Fonte, chairman of the Rochester Credit Union Chapter membership drive committee, reported 440 new members before the end



The Creed

Of Credit Unionists

We believe in the integrity of human beings.

We believe that integrity is violated when men and women are denied the right to work at fair wages, and under decent working conditions.

We believe that integrity is violated when men and women are discriminated against because of race or creed.

We believe that integrity is violated when the purchasing power of wages is drained away by unfair prices, poor commodities, and unreasonable charges for services.

We believe that integrity is violated when men and women are denied the right to dignified credit at reasonable cost when needed for provident or productive purposes.

We, therefore, believe that groups of individuals having a common bond of employment or of interests can, through cooperation, establish and manage for themselves credit unions, strong, sound and permanent, built upon the principle of service to and economic education of their members.

We believe that through the operation of such credit unions the integrity of many individuals can be restored, and that of others maintained and developed.

We finally believe that it is the duty and the privilege of all good credit unionists to help others to find the credit union way to economic betterment.—Linnie B. Wilson, Tulsa Teachers, Credit Union, Tulsa, Oklahoma, in O-C-U-L BULLETIN, official publication of the Oklahoma Credit Union League.

of the drive; last year the chapter's total was 340.

Decatur, Illinois

E. F. Arnold, treasurer of the Decatur Wabash Credit Union, gives this interesting account of the Central Illinois Ralph G. Long Chapter of Credit Unions drive:

Two contests were arranged and "the credit union could join whichever group it desired. One plan offered a \$15 prize to the credit union gaining the highest percentage of increase over its actual membership on September 15, and another \$15 prize was offered to the credit union getting the highest percentage of its potential (Continued on page 70)

CAVEAT



EMPTOR!

In plain English: "Let the buyer beware." A home in the country may provide wholesome food, fresh air, strong bodies, and fulfill your dreams of the "good life," but before you buy farm land now look and think—and read this article by a national authority.

ONE of the important purposes for which a credit union is organized is to help its members to save money. The credit union plan actually works and thousands of credit union members are today the possessors of respectable sums of savings in the form of War Savings Bonds, a home or credit union accounts. Many of these members are thinking of buying a farm.

It would be expected that members of rural credit unions who are farm workers or tenants on farms would be considering acquiring a farm. But interest in farms is not confined to rural areas. In our cities many members have a desire to get out into the country and are thinking about buying a piece of land. Many have already bought farms on which they expect to live after the war and have made a good investment. However, it appears that some workers and others in the cities have paid inflated prices for land of low productivity on which it will be difficult to make a living. They are likely to find that buying the farm was a mistake.

In the last four years, farm real estate prices have advanced sharply in practically all regions. For the United States as a whole, this advance has brought average prices of farms to a level about 45 percent above that of 1935-39. In many areas farms are now selling at prices which cannot be maintained by the probable earnings from the land over a long period of years.

Should Be a Warning

During and immediately following World War I, we experienced a severe farm land boom in the United States. Thousands of farmers incurred heavy debts to buy farms at boom prices. When prices of farm products declined to low levels in the twenties and later in the thirties, many thousand Amer-

by E. C. Johnson

ican farmers lost their farms and with them all their savings. The great distress among farmers which grew out of the land boom of the last war should be a warning to us to make a determined effort to curb land inflation during the present emergency.

Nearly one-third of the farms changing ownership during the last two years have been purchased by people in the cities. Many of the city buyers are people of means who have bought farms as an investment and do not expect to live on the farm and operate it. Included among city buyers however, are many workers in war plants who expect to make the farm their home after the war. Some have made satisfactory purchases, often in their former home communities, acquiring farms which will give them a good home and an opportunity to make a living by farming. Other workers have bought well located small productive tracts near cities where they can live and supplement their earnings from work in a plant by growing fruits and vegetables for use by the family. However, a few seem to have made the mistake of paying a high price for poor land not suited to farming. Some of these purchases have been made without prior examination of the property, the buyer relying wholly upon the description given in an advertisement or by a real estate broker.

The decision to buy a farm and go into farming, particularly by a city worker, is a fundamental and important decision which cannot be taken lightly. Workers in the city who were raised on a farm know that farming is a highly technical job requiring much hard physical labor, and usually understand the difficulties and hardships involved. Persons who have lived in the city all their lives but with a desire to get out on the land usually idealize farming and fail to recognize the problems and difficulties in operating a farm. Experience is necessary for success in farming and usually

should be obtained before investing savings in a farm.

Values in Part-time Farming

There is a growing interest in so called part-time farming. Under part-time farming the owner of a small farm works at a job in the city but lives on the farm and supplements his income by producing food products for home consumption and perhaps by selling a small amount if a surplus of the products is produced. An advantage of the part-time farm is that it may offer a clean wholesome environment for the family, and if the farm is purchased at a reasonable price without a heavy burden of debt, it provides certain security for the family. If the farm is not conveniently located, however, going to and from work may become a drudgery. Also it involves much hard work which is very confining and may become burdensome for the family.

Since a part-time farm can provide only a part of the income necessary for a living for a family, a prospective buyer of a farm should think first about the opportunities for employment outside the farm. If the opportunities are satisfactory and the family enjoys life in the country, consideration might then be given to purchase of a small farm as a place to live while working on a job off the farm. Since many farm properties now are being sold at inflated prices, considerable caution is needed in buying. The property should be inspected carefully and special consideration given to the productivity of the land, to location and the problem of transportation to and from the place of employment. Debts incurred in the purchase of property should be held to amounts which can be carried from the earnings in prospect from the job maintained outside the farm.

Going into debt to buy a farm, whether it be a part-time farm or one which will give full employment, means that the buyer assumes a financial risk. When farm land values are at low levels this risk may not be large but at the present time when farm land is selling at war time inflated

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levels in many regions, the risk is great unless a very substantial down payment is made in cash. The important point to remember is that in buying the farm the debt assumed should be held to a level which will enable the buyer to meet interest and principal payments from income in average years. This means that earnings from the farm should be estimated on the basis of prices of farm products in normal years not at war-time prices which are higher than prices in ordinary years. Assuming excessive debts will result in difficulties and distress for the buyer when incomes decline.

Before You Buy—

In summary, conditions in the farm real estate market make it necessary that buyers exercise considerable caution in purchasing farms. This means that the prospective purchaser of a farm should inspect it carefully, note the productivity of the soil, the condition of buildings and give special attention to the location. Careful analysis of prospective income also is important. And finally, buyers should avoid assuming excessive debts in purchasing a farm.

On the Other Hand

Without refuting or belittling of the warnings of Dr. Johnson in the above article *The Interpreter*, Decentralist publication edited by Mildred Jensen Loomis and Ralph Borsodi, has these sharp words to say about governmental discouragement of small farming.

"Shall I Be a Farmer?"

The Department of Agriculture in Washington has published a booklet entitled "Shall I Be a Farmer?" mainly for the benefit of returning veterans who may be simple-minded enough to want to live in the country and to make a living from the land. It is a pessimistic booklet plainly intended to nip their dreams in the bud and to make it plain to them that farming involves hard work, that it takes great skill, lots of capital, and that the financial returns are small. It seemingly suggests that no American should work hard; that no more Americans should become farmers; that no American should take any risks, and that the only work to which an American should devote himself is one that promises large financial returns.

Farming in America, thanks to the leadership of the Department of Agriculture and our Agricultural Schools, has become a species of big business, and like all big business, one of its principal preoccupations is keeping possible competition down to a minimum. The fewer farmers there are,

and the fewer people who produce for themselves, the easier those already in the game think it will be for them to make money. So the business of discouraging the returning soldier from acquiring a piece of the land for which he was conscripted to risk his life, is being skillfully practiced by men who, in their heart of hearts, surely must know better.

Secretary of Agriculture Wickard, who is a big business farmer himself, recently voiced a strong objection to any back-to-the-land movement after the war because it would mean turning agriculture in to a "national poor-house." Now Abraham Lincoln had different ideas on the subject, and with all due respect to the men who are engaged in this unsavory business, we think he had a much profounder idea of what was good for America than those now occupying the seats of the mighty in Washington.

His idea was that the land offered the one unlimited opportunity for people to work for themselves and to make themselves independent. By modern standards, he was stupid enough to still think that the proper use of nature's great gift to mankind, the land, was to enable men and women to establish secure foundations for their family life; he had not yet learned that the creator really intended it to be cut up into 1,000 acre farms and turned over to corporation farm owners.

It is evident that we cannot look to the Department of Agriculture for proper leadership in providing land and solving the problems of returning veterans who want to establish themselves on country homesteads. If the movement to herd them into cities, to make them dependent upon big business for jobs, on labor bosses for protection, and on political officials for "security," is not to be permitted to reduce them all to servility, some other leadership will have to be provided.

The INTERPRETER believes that the only hope lies in the possibility that rural America itself will solve the problem acting through its own local communities. From these communities, the healthiest and the most ambitious young men and women have been drained. From them men have gone into the cities to work and into our armed services to fight. When both the soldiers and the workers find

themselves jobless, as millions of them will the moment the fighting stops, the communities which raised them should have ready organizations which will help to re-establish them on the land, and to help them re-build the small communities of the nation.

The land is not something which those who are fortunate enough to have title to, should be permitted to monopolize for their own profit; the community has a stake in it too, and community leaders should take the initiative in seeing to it that the best of the young folks whom the community raised have an opportunity to return to it.

"I Shall Be a Farmer"

"I shall be a farmer," said urban John Chancellor and his family in 1942, for four reasons listed in his article in *"The Land"* (Dec. 1944) which describes his experiences on his 50-acre Wisconsin Farm: (1) I found sedentary indoor urban life with too much mental and too little physical exercise increasingly costly in health; (2) the cooperative family enterprise on a farm would furnish an education essential for our two boys unattainable in suburban life; (3) so much of the urban activity amongst which I lived in recent years lacked deep central purpose, sincerity and high principle; (4) I wanted to act on a deep longing to work alone on my own farm enterprise.

He records the difficulties of his first two years: "routine and upkeep of the dirty side, machine failure, sick animals, work fourteen hours a day and crop losses," but says: "The compensations far outbalance the trials. Though we are tired at night, each day finds me fresh and full of anticipation. In the city it was reversed. I lived for the evening and release. In the morning I rarely felt equal to the day. Now I can honestly say that the health and happiness of each of us is greatly improved. The family thrives on the farm; there is a feeling of spiritual elevation and well-being. The tragedies of recent years make me feel . . . that there must be fundamentally wrong principles by which men everywhere are trying to live. I believe the central guiding principle for us is 'humanity first'."

Quotes Pathfinder, and Others

A sky-view of Manhattan piercing the harbor constituted the cover of October 16th "Pathfinder," news weekly from the nation's capital. We expected the inscription beneath it to be "Mankind's Greatest Achievement" as usually accompanies such pictures in our geographies, social science texts and popular periodicals. Instead, here was Emerson's quotation: "Whatever





events in progress shall go to disgust men with cities, and infuse into them the passion for country life, will render a service to the whole face of this continent."

On the back page, Editor Robert West Howard editorialized on the "land, original intent of Man's destiny." He outlined the rivalry which grew up between country and city, to the country's detriment and quotes:

Aristotle, 322 B.C.; "Experience shows that a populous city, can seldom, if ever, be properly governed; as well governed cities have a limited population."

Rousseau, 1762; "Cities are the abyss of the human species. At the end of a few generations in them, races perish or degenerate and it is necessary to renew them. This renewal always comes from the country."

Thomas Jefferson, 1787; "When we get piled upon one another in large cities as in Europe, we shall become as corrupt as Europe."

For failing to heed the wisdom of these sages he points out, "Today the cities poise, like jeweled mistresses above the American earth. Hand in hand with city mechanisms, with city beauty, with city appeal have come crime and passion and power. Here the organized gang controls the individual. Here the mass is ruled by economic fear and laws made by the few."

"But there is no reason for it. Science and electricity are vast new powers beckoning man back toward the land. Here on the land lies the future of Man's freedom, of his individualism and the quality called Soul that has distinguished him always from the other mammals."

"Today, America and the world are faced with one of the most important decisions in the history of the human race. There are two paths. Down one lies continued exploitation of the large cities, with eventual rule by dictators or kings and human slavery as the result. Down the other path lies individual freedom and family security achieved through decentralization of America's economy, and the world's economy."

"This," Editor Howard bluntly concludes, "is a major problem for discussion at the Peace Conference."

However, Problem Remains

However, THE BRIDGE concludes, the problem posed by Dr. Johnson remains. The city dweller who would win his way back to "the land" must take care not to pay a too-inflated price for his homestead; he must take

care to know just what he is getting in the way of soil, "improvements," facilities, and so forth; and he must be prepared and able to self-discipline himself to an arduous, demanding, albeit potentially gratifying, regime.

We have no doubt about the average man having the "guts" required—that is being proved in too many battlefields today; but we are anxious to see that as many as possible of those who feel the call of the land do not (excuse the mixed metaphor) have two or more strikes called upon them before they get started. And certainly they should be thoroughly informed as to the hazards and toil they are facing.



Glad To Be Back

Henry L. Peterson, for over seven years a fieldman with the Federal Credit Union Section, has been elected managing director of the Kansas Credit Union League.

Of himself, in response to a request, he writes:

"Was born in Denmark in 1893—wonder what the town of Horsens looks like tonight. Came to the U. S. with family in 1904. Lived on a farm near Dodge City, Kansas, until 1935 except for a year in uniform, 1917-1918, in the air service at San Antonio, Texas. In December 1935 went to work for the Credit Union Section, the most delightful experience in my life; worked for the Section until March 1943. Then worked for Consumers Cooperative Association until August the same year. Since then have been nursing infant bovines and acting as chambermaid in the cow-stable, as well as stirring inactive clods into producing the staff of life as well as turning the churn that produces the lubricant that goes so well with it."

"I shall probably need a lot of luck trying to fill the job as managing director of the Kansas League. However, there are a lot of fine people in credit

unions in Kansas and some of the finest of them are on the board of directors so I shall have capable help which I know I shall need and shall call on. I will do my best."

"That's about all there is to it except to say that I am glad to be going back into credit union work. It is the finest there is."

Service Recognized

A chicken pie supper-meeting served by the ladies of the Miami Public Service Employees Federal Credit Union, Miami, Florida, brought out 150, about 50 per cent, of the members to the credit union's annual meeting on January 17.

A war bond prize and entertainment also helped bring out the members and make them glad they came.

A feature of the meeting was the presentation to Sarah E. Baker of a \$50 war bond and a scroll signed by the directors, in recognition of the faithful and outstanding service Miss Baker has rendered the credit union since it was founded some ten years ago. Miss Baker is retiring after over 22 years' service on the staff of the City of Miami.

To help its members build up post-war reserves this credit union has during the past year rescinded a previous action which limited members' share deposits to \$100 a month. No limit is now set, even though only one-third of the assets are in loans to members; over half of the assets being in government bonds.

G. A. Crawshaw has just resigned as leader of this credit union. H. G. Maynard is the new president. Ruth E. Gaskill is treasurer.

Veteran Loan Reports

Credit unions to whom veterans apply for loans under the GI bill of rights may obtain reports on the veterans' credit rating from their local credit bureau. Members of the Associated Credit Bureaus of America have been designated as official agencies to investigate the status of discharged service men who apply for loans under the act.

An article outlining the conditions under which credit unions might serve the veterans under the act appeared on page 273 of the December BRIDGE.

Little Bo Peep

Little Bo Peep buys Bonds to keep,
She's never cashed or spent 'em.
(Ten years, you know, will make them grow
Some thirty-three per centum!)

What About It?

by Tom Doig

Questions and Answers on Bond Coverage

What and How of Excess Bond

Question: Recently the Department of Financial Institutions pointed out that due to our increase in assets, we must increase our bond to \$2,000 for officers bonded.

We were under the impression that the Position Schedule Bond covered any person in charge of the credit union funds. The president and treasurer both sign checks. Under this arrangement, what is our bond liability?

We have the blank application you sent us regarding the \$50,000 excess coverage bond, but do not understand what it is or how it ties in with our fidelity bond.

Answer: Under a Position Schedule Bond on the position of treasurer, the person occupying the position as treasurer is bonded regardless of who he might be. He does, of course, have to be authorized by the board to occupy that position. The president or any other person in the credit union would not be bonded under the treasurer's position bond.

The \$50,000 excess coverage bond is a blanket bond purchased by the Credit Union National Association for its members who qualify. The qualifications are that the credit union be a member of its respective state league; that it purchase its bonds through CUNA; and that the original or primary bond on the treasurer equals 15 per cent of the assets of the credit union as of the previous December 31. The purpose of the bond is to protect the credit union should there be a defalcation larger than the original or primary bond.

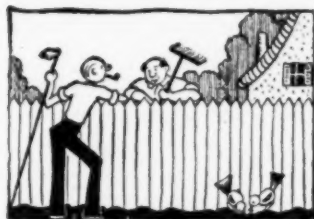
The Credit Union National Association has recommended in the past that all credit unions be bonded up to 15 per cent of their assets, and this is, therefore, one of the qualifications for the excess coverage.

If you bond your treasurer for the \$2,000 mentioned in your letter, and that is equal to 15 per cent of your assets as of last December 31, and if you are a member of your state league, you are then automatically covered by the \$50,000 excess coverage bond without additional cost to you.

Position Covered

Question: Your invoice for premium on faithful performance bond on treasurer received.

Before our board of directors take any action on this we would like to have the actual coverage clarified.



You are invited to submit your questions on any credit union problems to this department. You are also welcome to contribute your own ideas on the answers printed here. What's on your mind?

There is difference of opinion among the directors and no one seems sure of the exact terms of this bond.

In the first place, can you explain the difference between "faithful performance" and "fidelity"?

Secondly, we understand that the form of bond we now have covers the office of treasurer, not merely one individual. Is this correct?

Our situation is this: We have a treasurer and two assistant treasurers. But these "assistants" are just substitutes who take the place of the treasurer only in case of illness or vacation. There is only one salary paid (\$25.00 per month) and only one person does the work at a time.

In such a situation does our present form of bond cover the faithful performance of these regularly appointed substitutes if the treasurer himself is away from the office for a day or two with a cold, or away a week or two on vacation?

Answer: An honesty or fidelity bond protects the credit union against any loss occasioned through a dishonest act committed by an individual holding the bonded position. A faithful performance bond, in addition to this, covers the credit union for any loss which might occur through the failure of the individual performing the duties of the bonded position to properly perform the duties of such position.

The bonds which are carried through this office provide coverage on the position rather than on the individual holding the position. It will readily be seen that the credit union is thus protected regardless of the number of changes which may be made in the individuals holding positions under bond. However, there is one requirement of the bonding company concerning this type of bond, and that is

that each person who assumes the duties of a bonded position file an individual questionnaire form.

The bond would cover anyone who might act for the treasurer when he is away from the office due to illness or vacation. However, the bond would only cover one person at a given time.

Only One Person at One Time

Question: Our Board of Directors would like a clarification of the protection we would have on our acting treasurer.

He is supposed to act only during the absence of the treasurer. Suppose he should, while the treasurer was on duty but without his knowledge, write a check and get it signed by the president or vice-president and then cash it, splitting it between them, would we be protected? Suppose he, with the cooperation of the necessary officer, should withdraw money from savings and loan associations, or cash war bonds, would we be protected?

We know all our men are reliable but we desire to know the extent of our protection.

Answer: On a position bond, only the person on duty as treasurer is covered. Two people cannot be covered at the same time under one position bond.

You have two collectors bonded and should one of the collectors be the acting treasurer you would be protected in the situation mentioned in your letter. Otherwise if you desire complete protection, I would suggest either a bond of \$1,000 on your acting treasurer (who would then be covered under the excess bond also) or bond the individual who has authority to countersign checks and sell stocks and bonds.

Blanket Bond Covers All

Question: Our credit union has been contemplating getting voluntary help in the office, to assist in the receipt of money, issuance of checks, and so forth. It is impossible at this time to designate exactly who such person or persons will be. Is it feasible to change the type of bond from the present one which specifies the position of treasurer, to include any such office help as we may be able to secure?

Some credit unions in this area have what is understood to be a "blanket bond." If this is the type bond we should have under these new circum-

(Continued on page 70)

We're winning the war against Inflation

A simple explanation of inflation and what we're doing about it. Reprinted in part from Liberty Magazine, December 9, 1944.

by Gerald W. Johnson

THERE are a thousand dramatic and moving stories concealed in the flood of graphs, charts, tables, equations, and formulae pouring out of Washington. Consider, for example, this announcement made in the late summer of 1944: "In the sixtieth month, after the outbreak of the present war, the inflationary trend in the United States stood at the level of 28 per cent."

Can you imagine anyone being moved to either mirth or grief by that dry-as-dust statement? Yet, . . . implied in that bald declaration is a picture of the nation at war, with its strength and its weakness revealed plainly and its opportunities and its perils clearly indicated.

. . . It all hangs on the figure, 28 per cent. That figure represents the damage that war thus far has inflicted upon your dollar. Destroy its value altogether, and you condemn millions to starvation; destroy even the greater part of its value, and you condemn many to want and misery for the remainder of their lives.

War's Damage to Dollar

. . . What does the figure of 28 per cent mean? Roughly, it means that when you take a dollar to market today you can buy with it only as much as you could have bought with seventy-eight cents in the early summer of 1939.

. . . On its face, this looks bad. If the war has already shot away more than 20 per cent of the value of our money, what is going to happen if the war lasts another year or two?

. . . To begin with, we know that on every occasion when the country has engaged in a big war the dollar has suffered some damage. It is easy to see why. The dollar is the measure of prices, and prices, in a free economy, depend on supply and demand. When goods are plentiful and buyers few, the price usually goes down, which is another way of saying that the dollar goes up. When goods are scarce and buyers plentiful, up goes the price—or down goes the dollar.

. . . War inevitably brings the latter condition . . . Not every farmer, shoemaker, and mechanic joins the Army, but many of those who are left must turn to and make weapons and ammunition. They are paid and the sol-

diers are paid, but not for making goods that can be used by civilians. Thus the country presently finds itself with more money than goods, and, if nature is allowed to take its course, the money becomes progressively less valuable.

. . . Economists call this condition inflation. But what the word means to the ordinary man is that part of the value of his dollar has disappeared.

. . . In former wars nature was allowed to take its course with almost no deliberate interference. What happened? The Revolutionary War shot sixty-seven cents out of every dollar . . . The Civil War shot fifty-six cents out of every dollar; the first World War, sixty cents.

When Inflation Trend Began

In this war, the trend of inflation began long before Pearl Harbor. From 1939 on, hundreds of thousands of our workers were making war goods, and from 1940, vast numbers were leaving field and factory for Army cantonments. It is fair to say, therefore, that the pressure toward inflation has been increasing since 1939.

Yet sixty months after its outbreak, the present war has shot only twenty-two cents out of our dollar. More than that, ten cents of this went before the Pearl Harbor attack, when we were letting nature take its course.

How did this happen? . . . It may be summed up in the statement that we laid violent hands on our economic system and forced it out of its natural course into another that suited us better.

Another Hitler Mistake

. . . It was Hitler's belief that democracy is incapable of self-discipline. It was beyond his credulity that a free-born American citizen would submit to the regimentation necessary to win a great war, and that's where he made his mistake. The American citizen has submitted so readily that with inflationary pressure incomparably greater than ever before, the American dollar has actually lost much less of its pre-war value than it lost in any other international collision.

. . . An official of the Federal Reserve Board expressed an interesting

point of view. "The bulk of the credit (for this) doesn't belong to anyone here in Washington," he said. "It goes to thousands of men and women you never heard of."

"Inflation results from a huge demand for goods with a scanty supply to meet it. Until the war is over, there is not much we can do toward increasing the supply, so our only hope was to hold down the demand within the bounds of reason."

"To accomplish that we have used four main methods: taxes, savings, price control, and wage control."

"Taxes are levied by Congress and collected by government officials. But the other methods were merely devised here; the actual application in large part was made locally by local people, mostly unpaid volunteers."

"Savings include War Bonds, sold by volunteers. Price control includes rationing, administered by local boards. Those local groups all over the country—rationing boards, draft boards, War Bond Committees, and many others—they are the people who have done the dirty work and have received most of the kicks and the cussing. They are the ones who should get the bulk of the credit."

Granting that we have done pretty well so far, how long can we keep it up?

This is the most important and also the most difficult of all questions relating to the control of inflation. It is a fight, but wholly a defensive fight. We are trying, not to make advances, but to hold the line. Therefore, all we have done so far can be lost the instant the line breaks.

Factors in 'Holding the Line'

. . . To win, we must hold not only while the fighting continues, but also until some of the factories now making war goods are reconverted and ready to turn out peace goods to supply the demand now being held back. When supply is approximately equal to demand, prices neither rise nor fall and the dollar remains steady.

Operating against our chance of holding on are three powerful forces. One is the magnitude of the shift to war production. In the first World War, about one-fourth of our total

productive capacity was devoted to war work; today more than half has been converted, which means that the pressure toward inflation is twice as great—probably more than twice, since such pressures tend to increase in more than simple arithmetical progression.

The second adverse circumstance is the determination of certain pressure groups to improve their position regardless of the effect on the nation as a whole.

... The third ominous factor is sheer fatigue ... With half of all our facilities turned to war production, the other half has worked so mightily that it has turned out enough goods to maintain the American standard of living almost exactly at the level of 1941, which was the highest level ever attained. But the war is now dragging through its third year and both men and machines are getting pretty badly worn.

On the other side of the scale are two factors working in our favor. One is the increasing effectiveness of the controls as experience teaches us how to handle them. Consider, for example, the field in which price control has been least effective, that of food prices.

OPA's Role in Checking Prices

In the six months following the outbreak of the war, food prices rose 47 per cent. During a similar period in the first World War they increased 67.5 per cent, but our present figure is bad enough. Here, however, is the significant fact: of the total increase this time, more than three-fourths occurred before the present controls were applied.

Since the establishment of OPA, food prices have increased only 13 per cent, and from April, 1943, when President Roosevelt issued his hold-the-line order, to August, 1944, retail food prices actually declined 2.1 per cent. In other words, the rise has been progressively slowed down until now it has been practically halted.

Spirit of the People

... The second favorable influence is one that cannot be measured statistically, but it is by long odds the most important of all. It is the spirit of the people.

There is growling and grumbling, of course. There are black markets. There are some pressure groups—labor groups, employer groups, farm groups—trying to bludgeon the rest of the country into giving them an advantage over everybody else ... But at present they are not really important, except as a threat. The great bulk of the American people have accepted the controls cheerfully and loyally.

... While they maintained their

standard of living last year, the people, with money in hand, voluntarily forewent any determined effort to raise it.

To sustain this, one must look at figures again. In 1943, the income of this nation was about fifty billion dollars greater than it was in 1941. Of this, fourteen billions went for increased taxes. Thirteen billions went merely to maintain the standard of living where it was. This leaves twenty-three billions unaccounted for. It was paid to the people, but it did not show up in the market.

What became of it? The answer is savings—War Bonds, life insurance, payment of private debts, savings—bank deposits. Out of their extra war earnings the people put more than two-thirds into taxes and savings. ... It seems to be a fact that up to the present we have controlled the trend to inflation much more effectively than many people dared hope.

Democracy in Action

... Much has been written of the disasters that will follow if inflation bursts from control, but curiously little has been said of what will happen if it doesn't.

... If we fight a great war and at the same time control inflation more successfully than the Germans or the Japanese—better, indeed, than most of our allies, as we have done so far—then we shall have given a demonstration of democracy in action that will be stunning to our opponents.

For inflation cannot be controlled without the exercise of two qualities—intelligence and discipline, which our enemies deny that we possess. The whole philosophy of totalitarianism rests upon the assumption that the people, left free to choose, will not follow intelligent leadership and cannot discipline themselves. Disprove this and all the rest collapses.

... A demonstration that democratic government is stronger, more flexible, more efficient, and more intelligent than despotism is the only way to rid

the world of the idea that despotic government can succeed.

Throughout history, inflation has been the terror of every nation at war, regardless of its form of government. For a democracy to be the first to cope successfully with that terror would be a psychological victory of incalculable importance.

War Bond Slacker

He buys some War Bonds with a cheer
And roots for 'em in accents clear;
He does it with a grin or laugh
While posing for a photograph;
He says "It's just my duty and
To do my bit this way is grand." ...
But then at selling out he's sly—
Who wants to be that kind of guy?

II.

He greets the salesman cheerily,
Subscribing with alacrity;
He says "I'm glad to do my share,
With all the people everywhere";
He adds "A patriot I am"—
(With just a little touch of ham)—
But cashes in without delay—
He is the Slacker of the Day.

III.

He says "My country, right or wrong,"
And joins each patriotic song;
He says "These bonds are bullets,
men!"
And then subscribes for five or ten;
But he's no sticker firm and stout
And soon he goes to sell them out;
He doesn't seem to know or care
That soldiers cannot sell THEIR share!

IV.

A pox upon this patriot!—
To be his kind you'd rather not;
Your country's bonds help win the
fight;
They're not for selling overnight!
So buy, and hang on, if you can,
As if you were a fighting man. ...
*How would we fare in days so tough
If soldiers' faith were short-term
stuff?*

—H. I. Phillips in NEW YORK SUN.



S. D. Burrill, first and long-time treasurer of the first credit union in Halifax, Nova Scotia (Halifax District Postal) checking his records, with the help of President T. C. Lynch. He is at his desk in the attractive office he has set up in the basement of his home.



We still need 100,000 credit unions

12,000 organized; 88,000 to go

ALL the leaders in the credit union movement seem to be agreed that we need 100,000 credit unions in North America if we are to do the job of eliminating usury that needs to be done. We are fortunate to have in our hands an effective tool for the solution of this problem with which mankind has been struggling since the dawn of history.

Our organization progress has been on an ascending curve since the beginning of our movement and during the depression years there was a very marked acceleration. The war, however, with its stupendous new problems, put a definite quietus on organizing activities. We are losing field personnel to the armed forces. Those who are left behind have to do the work of those who are gone and in addition cope with all the war-created problems. And when there is time and energy for organizing activity we are bang-up against the fact that people everywhere are busier than ever and unwilling to undertake what seems like extra-curricular activity.

In spite of all this there are definite signs now of improvement in this space of our activity. In 1944 there were 322 new credit unions reported in as against 292 for 1943. In 22 states and provinces they did better in 1944 than in 1943. The three top areas are Alberta with an increase of 2,200 per cent; Manitoba, 750 per cent; and Connecticut, 700 per cent. The 22 are shown in table in next column.

Contests

For the past two years, CUNA has awarded a handsome plaque to the League organizing the largest number of credit unions in accordance with its population. In 1943 it went to Utah and in 1944 to Alberta. The leading contenders this year appear all to be in Canada with Ontario at the head of the procession. The writer is tempted personally to offer a prize for the best essay on why credit unions are being organized in Canada and not in the U.S.A.

Illinois and Pennsylvania are staging local contests to promote and stimulate action by volunteers. Illinois is

by Dora Maxwell

New Credit Unions

	Credit Unions Organized '44	Credit Unions Organized '43	Increase By Numbers	Per Cent of Increase
Alberta	23	1	22	2,200
Arizona	1	0	1	100
Brit. Columbia	30	20	10	50
California	11	8	3	38
Connecticut	8	1	7	700
D. C.	3	1	2	200
Illinois	16	15	1	7
Indiana	9	4	5	125
Iowa	1	0	1	100
Maine	2	0	2	200
Manitoba	17	2	15	750
Maryland	1	0	1	100
Michigan	15	5	10	200
Montana	2	1	1	100
New Brunswick	4	1	3	300
New York	16	7	9	129
Ontario	54	28	26	93
Prince Edw. Is.	3	2	1	50
Rhode Island	1	0	1	100
Saskatchewan	35	11	24	218
Utah	3	2	1	50
Wisconsin	11	4	7	175

offering prizes of war bonds of \$100, \$50 and \$25 to individuals who organize a credit union or arrange a meeting which results in such a new credit union. A chapter award of a cup, suitably engraved, will be given to the chapter gaining the most new members for the League.

Pennsylvania has announced a contest along somewhat similar lines and hopes to have 100 new credit unions to show for its efforts in 1945. Already results are coming in. Nor are these efforts confined to their own localities. James J. Girvan, treasurer of the Philadelphia Rex FCU, is responsible for an opportunity to spread credit unions amongst all employees of the Railway Express Agency through an endorsement by the President of this company. (For text of this endorsement see page 34 of February BRIDGE.)

Illinois and Pennsylvania are staging local contests to promote and stimulate action by volunteers. Illinois is offering prizes of war bonds of \$100,

\$50 and \$25 to individuals who organize CUNA Organization Service and the Managing Directors Association through its president, Herb Vetter, are working on a program for the synchronization of state and national contests and the extension of this idea to other leagues.

Teachers Push Program

In October, the National Education Association's Committee on Credit Unions met in Washington and laid out an ambitious program. The Core Committee consists of five active people with L. A. Pinkney as chairman. Each committee member has been assigned a definite territory, as shown below, and has assumed responsibility for carrying on the program within the area.

1. G. G. Gudmunson, 160 Lincoln Avenue East, Roselle Park, New Jersey: Responsible for New England states and New York, New Jersey, Delaware, Pennsylvania, West Virginia, Maryland, Virginia, and District of Columbia.

2. H. Clay McGuffey, 877 Arcade, Cleveland, Ohio: Responsible for Ohio, Kentucky, Indiana, Illinois, Michigan, and Wisconsin.

3. Linnie B. Wilson, Masonic Temple Building, Tulsa 3, Oklahoma: Responsible for all Southern states from Oklahoma and Texas east to the coast, Puerto Rico, Virgin Islands.

4. L. A. Pinkney, 340 South Lawn Avenue, Kansas City 1, Missouri: Responsible for Kansas, Missouri, Nebraska, Iowa, North Dakota, South Dakota, Minnesota.

5. Hugh Stout, 307 Studio Building, Portland 5, Oregon: Responsible for the Mountain and Pacific Coast states, Hawaii and Alaska.

Summarized, the program of the NEA Committee for the school year 1944-45 is primarily designed to (1) identify those individuals and groups actively interested in advancing the credit union movement among teachers, (2) build contacts and cooperation between these groups and individuals, (3) facilitate the distribution of information, (4) increase the amount of understanding and enthusiasm, and (5) give or obtain direct help where groups now organized in credit unions or prepared to organize new

Dora Maxwell is Cuna Organization Director

credit unions wish such help. The Committee on Credit Unions was assured that it had the support of the NEA and would receive the postage, letterhead and assistance necessary to advance the program as outlined.

Managing Directors, field workers and volunteer organizers are urged to contact the committee members in their territory and offer their assistance in furthering this program.

Unions

The big news on the union front is the decision of the AFL to set up a Department of Consumers Cooperation with a full time executive and the necessary staff. This is one of the most advanced steps ever taken by the AFL. The Executive Council recommended and the convention passed a resolution that all affiliated labor organizations should assist in the organization of credit unions but that the work should only be "undertaken with the advice and guidance of the proper representatives of the Credit Union National Association and of the government."

The Council reported further that *"experience has proved that over a period of years, losses to members who invested their money in credit unions in the U. S. have been so rare and so small in amount as to be almost insignificant."*

At this writing the staff and department are being organized. When it is set up we will publish the information. In the meantime, we should all be getting acquainted with our Central Trades and Labor Councils and with local union officials and help them to get going on what is now officially their own program. At the top of the AFL they have gone into action. We can now help to get them going on the local level.

Nor is the CIO lagging behind. Nor are we willing to get involved in the arguments as to which is ahead! Suffice it to say that the CIO Consumers Division is in operation, as you all know, and organization of credit unions is definitely on the agenda, the United Auto Workers having the most ambitious program. The UAW in Racine, Wisconsin, plans to assess its members \$1 each in order to raise a \$10,000 budget to put a full-time cooperative person on their staff. They have a flourishing credit union.

The United Transport and Service Employees International Union has followed up a good cooperative resolution by an active program in the Chicago area. An Educational Council has been set up for 9 Chicago locals, with the most active sub-committee on Co-ops and Credit Unions. The same program is contemplated by locals in Boston, New York and Washington, D.C.

John Yancy in the Chicago office is the man to contact.

LABOR'S MONTHLY SURVEY (AFL) says that 40,000 members belong to 115 AFL union credit unions with over \$8,000,000 in shares. They lend close to \$9,000,000 a year.

The World

The problem of relief and rehabilitation of war-torn areas is very complicated and involved. First, people will have to be fed and then given the tools to rebuild their world. One of these tools is the credit union.

Last summer, at the request of the National Catholic Rural Life Conference, we met with a group of student priests destined to be missionaries around the world. Out of this has come a request now from the Protestant Mission Board to give a longer course (16 hours) on the history and development of credit unions for missionaries here in America now because they cannot continue their work in war torn areas of the Orient. They are planning to use this time to prepare themselves to go back after the war and take up their work where they left it. Courses in languages, medicine, credit unions and cooperatives are a part of the program.

A similar course has just been finished for the International School of Cooperation in New York. Students came from Venezuela, Jamaica, the Barbadoes, Jugo-Slavia and China. Fifteen Chinese students were detained in India because of lack of transportation but are now on their way again.

The Pan American Union has translated our federal by-laws into Spanish

to meet the demand from South America. Also they have just issued a study "Cooperativas de Credito en los Estados Unidos" by Robert C. Jones. You don't need to know Spanish to guess that means "Credit Cooperatives in the United States."

We learned about credit unions from India, Germany and Canada. Now we have the priceless opportunity to show our teachers how well we have learned our lesson and how we appreciate it by passing it on again to those from whom we originally got it.

The caption for this article indicates we need 100,000 credit unions. Perhaps we should raise our sights to include the world—one world—our world. How many credit unions do we need then?

Military Loans

Although credit union experience with military loans appears to have been very satisfactory, some credit union leaders have been uncertain about the provisions applying to these loans and have perhaps been overly cautious in making loans because of the probability that they might become military loans.

The following paragraphs from the pamphlet the Selective Service System issues inductees gives pertinent information and reassurance.

Your Debts

Laws have been passed giving the courts power to postpone payment of your debts. These laws do not work automatically. If you are sued, the court will appoint an attorney to represent you if requested or if it appears necessary. If the facts justify it, the court may in its discretion postpone the case for a period to extend until after your discharge from military service or make other equitable adjustments. However, it is best to pay up now what you owe if you can do so without undue hardship as you will have to pay the debt eventually.

If you can show that your ability to keep up installment payments is materially impaired by your military service, the court may postpone the payments or provide for a fair and equitable arrangement. Try to work out a plan before you leave, but get legal advice first lest you or your wife or family make arrangements that might impair your rights under the Soldiers' and Sailors' Civil Relief Act.

YOUR INSTALLMENT LOANS

As in the case of installment purchases, the court may postpone payment or direct an equitable arrangement, if your ability to repay a loan is materially impaired by your military service. Here also try to work out a plan before you leave.



Ralph A. Heeley, president of the Calpac San Francisco Federal Credit Union, is the winner of the credit union contest sponsored by *Progress Guide* magazine in its series of contests for articles on various cooperative subjects. His article, "They Borrow from Themselves," will appear in the May *Progress Guide*.

by H. Vance Austin

Joe Doaks,



financier

**How Sterling, Colorado, credit union is successfully run by,
and serves, a broad cross section of the entire community.**

SURE, I'm proud of my home town! It isn't a big place; the Chamber of Commerce says around 10,000 people; and the census say 7,000. Probably if you came right down to it, that town (we like to call it a city) of Sterling, Colorado, isn't a lot different from hundreds of other American towns. They are all made up of folks who are living the best way they know how, watching the news, wondering about the world their kids will grow into, thinking about the kid brother on some battle front, driving trucks, running barber shops, working the swing shift, earning grub and clothes, and house rent for the wife and kids.

I'll bet most all the folks in most all the world, just like the folks in Sterling, would like to work with their neighbors so they could all live a little easier lives, and worry a little less about where the money was going to come from if that rainy day ever hit. Well, one reason I'm so proud of my home town is that there we do work with our neighbors. We've got a credit union! And believe me it works!

How It Works

Not many nights ago the doorbell rang at Emmett's about two o'clock in the morning. (Emmett is our credit union treasurer.) It was Bob. Bob's wife was in Denver for a few days and she was suddenly pretty sick, and Bob needed to get there right away. Now, Bob was a hard worker, but he just hadn't been able to put much money away for that rainy day, and here were some black storm clouds. Could the Credit Union see him through to about \$300 if he needed it? Emmett got on the phone and called the credit committee members out of their beds and told them the story. They all knew Bob, and Emmett was able to say, "We surely can and will help if you need us. You head right

out toward Denver and let us know when you know just what you need." For Bob, those storm clouds now weren't so black.

Emmett and the credit committee are pretty happy that not much of the business of helping out is done in the middle of the night. Most of it comes in regular office hours and before regular meetings of the credit committee. And people have done so much of this working together there that it isn't even very dramatic any more.

Cal comes in, wanting to buy a used truck he has spotted and really needs to get his beet crop out. He's been a member quite awhile and has several hundred dollars to his savings account. He's got a sizeable down payment ready to put on the truck and wants to draw out his savings and borrow what he needs from the credit union.

But Gladys (that's Emmett's wife and our assistant treasurer; she runs the office during the day while Emmett is busy with his job as engineer at the Federal Building) says, "Cal, you can do that if you want to, but you've a savings account for the first time in your life. Why not leave it all there and borrow all that you need over the down payment. Then you'll pay back that loan and still have your savings account. You'll find it easier to repay the larger loan than to repay the smaller one and then build back your savings."

Cal thought a minute and agreed and put the application in that way and the credit committee approved it and he got the money. Just like that. But the bank wouldn't have loaned Cal the money on a straight loan for he didn't have enough security; he is just starting out in farming. And a loan at a "personal loan" outfit would have cost him a lot more.

A Lot More

And I mean a lot more! Why, when Ted and Ethel were buying a used car, they found one that would do their job, but they, just like the rest of us, needed a little financing. Now this car dealer isn't a crook or a bad sort at all, intentionally anyway, but he had a finance company connection, so he was awfully anxious to handle the financ-

ing, too. Ted and Ethel got his figure; it would cost just \$75 for the insurance they would have to buy and for interest. Then Ted told him they were credit union members and wanted to check finance costs there too. At their credit union office they found that a loan of exactly the same amount, paid back in exactly the same way as to the finance company, and covering their car with the same insurance coverage—would cost them under \$40. A saving of \$35! Almost half! Is it any wonder that Ted and Ethel have brought their friends and neighbors into the credit union too?

Started at Poor Farm

Getting that credit union started wasn't much trouble, either. That was back in 1938. Kind of funny, the meeting where we made our application for charter was held at a meeting room in the County Poor Farm. Manley was superintendent and was mighty interested in getting the idea into operation. Guess there was some significance to the meeting place at that. None of us were inmates there—but we didn't ever want to be either, and this was one way we saw of helping ourselves stay out of there. And you know, the group there was about a cross section of the working people of our community—not a "big shot" in the bunch. None of us had ever had anything to do with banking or loaning money—but a lot of us had borrowed money, or tried to at least.

And then when our charter came we had another meeting and started off. At that meeting we took in deposits of \$94. Wasn't that a start! What can you do with \$94? But now—in six years our assets are over \$81,000. And a credit union with \$81,000 to loan can do a lot of good in a town like ours. Just ask any one of the hundreds of members who have borrowed there. Lots of them wouldn't have been able to get a dime's worth of credit at the banks, and the loan sharks would have really gouged them!

But then, we did have \$94, and soon it grew to about \$150, and a month went by and nobody came in for a loan. Gosh, were we just kidding ourselves about there being a need for a credit union there? Then one member

H. Vance Austin was president of the Sterling Cooperative Federal Credit Union, Sterling, Colorado, before joining the Navy. This article was read at the 1945 annual meeting of the credit union, at which about 225 were present.

decided he needed five bucks and applied for and got it. He could have touched any of his pals for it, but he surely did start the ball rolling!

Then real applications began to come in. For buying furniture, for making a down payment on a home, to have a baby, to get married (in reverse order, or maybe it was different people), to pay up taxes and avoid tax sale of a home, to replace a milk cow that died, to get a boy to Canada to join the RAF (that was before we were in the war; that boy really did some damage to Hitler's factories too!) Applications came in for just about everything, and that credit union was able to make most every loan applied for, too. After all, the credit union belonged to those people who needed the money, and they were also putting their savings into their credit union so someone else could make use of it when they didn't need the money themselves.

Had to Hustle for Money

With applications coming in like that the credit union had to keep hurrying to keep money coming in to make those loans. But more members kept coming in. More savings kept coming in, and everybody that borrowed was paying back by the week or month, so as soon as a payment was made someone else could use the money.

In the six years since that group of cooperative neighbors got together and started that credit union, that \$94 has grown and been used over and over to the tune of having made loans of \$300,000. Those loans were from \$3.50 to \$3,100, but most of them were small—under \$100.

And how much do you suppose was lost in bad loans in making that \$300,000 worth of loans? Just \$377.80. Doesn't that prove that people are honest? Sure it does! Most of those member-borrowers didn't have what is usually called "credit." But they did have a real need for money right then, and they had what credit union-ers call "character." Their own neighbors said they were honest and the credit committee said "yes" to their loan applications. Emmett made them understand that it was a business proposition and payments were to be made as scheduled on the loan. All those people knew that the money they were using was their neighbors' money, and they paid back their loans.

When a bank or loan shark looks only at a man's worldly goods for security, they can pretty easily get stuck, but when a credit union looks at what a man's neighbors say of his character, it doesn't often get a bum steer.

Salt of Earth

You'd get a kick out of knowing

the officers and members of that credit union. They are the kind that somebody said were the salt of the earth, and yet they're just like people all over the world. These folks saw the credit union idea and how they could all use it to help themselves and their neighbors at the same time.

There's Emmett and Gladys—they've put in so many hours running the office, keeping the books, and doing all the things that a treasurer and assistant treasurer would have to do! Sure, they're paid a little, but they do a dickens of a lot more than they're paid for doing, because they want to help the other fellow.

There's Phil—he's one of the busiest men in the country. He runs a big farm, director of the local Co-Op; director of a big Rural Electrification Co-Op, and the pillar of the credit committee, because he's human.

There's Mrs. Tetsell—she was president from the start until she asked to be relieved of that job last year; she just likes to help people.

There's Louie, there's Homer, there's Bill, there's Lorin, there's—well, I could just go on and on, down the whole list of officers and members. Sometimes when an officer does a real good job, we get to thinking the credit union couldn't go on without him, but we could if we had to. Credit unions are like that. They're not just one man or woman; they're a whole lot of people working together, and if any officer has to step out, another member steps into his job and does it. That's democracy too; we have leaders of course, but it is the whole group that really runs the show.

Members Run Show

In other words, the members put the money in, borrow it out, elect all the officers and really run the credit union. Some members find it hard to believe that the credit union does actually belong to them. They're not used to the idea that they—the Joe Doaks—are owners of a financial institution. But they surely like the idea.

The membership of the credit union of ours just cuts across all the lines drawn between people. There are doctors, lawyers, ditch diggers and ash haulers, office girls, tiny babies and great grandparents, people whose dads and mothers came from about every part of the earth and spoke about every known language, people no matter what color their skins or how their eyes slant. They're all Americans and they're all welcome if they need the credit union and want to help the other guy as well as help themselves.

I stick my chest out because of my home town! I'm proud of being one of its citizens. And mostly I'm proud of it because it's just average Amer-

ica—a town with a lot of common people who have a lot of common sense and who work together to make "do unto others as you would have them do unto you" a part of their everyday lives.

Fairy Tale?

There was once a youth who enlisted as a soldier. He bore himself bravely, and was always seen to be foremost when the bullets were falling. Everything went well with him while the war lasted, but as soon as peace was proclaimed he received his discharge and was told by his captain that he might go where he pleased.

He had no longer a home, for his parents were dead, so he went to his brothers, and begged that they would give him food and shelter until war broke out afresh.

But the brothers were hardhearted men, and said: . . . "You are of no service to us; you must go and fight your own way as best you can."

The soldier shouldered his rifle, which was all that was left to him, and went forth into the world . . . Full of sorrowful thoughts he sat down under a tree and began meditating on the sadness of his lot. "I have no money," he said to himself, "and I have learned no trade but that of fighting, and for this I am no longer wanted since peace was declared; I see nothing left for me to do but to starve."—*The opening of "Bearskin," one of GRIMM'S FAIRY TALES, originally published in 1812, as quoted by HARPER'S MAGAZINE.*

Only Five Reported

Only five credit unions reported their scores on the "How does YOUR credit union rate?" rating sheet published in the January BRIDGE. We had hoped there would be more of a contest, and we are sure that many other fine scores could have been turned in. To the ones named below, thanks for your interest, and congratulations on your scores. We still suggest, although with somewhat less conviction this year since last year's returns were little better, that giving your credit union a "once-over" with some such check list as this is a helpful practice.

Here are the five, with their scores:

56—Bivens FCU, Channing Field, Texas.

56—D. P. & L. Employees FCU, Dayton, Ohio.

52—Olson Transportation CU, Green Bay, Wisconsin.

52—Waukegan Co-operative CU, Waukegan, Illinois.

36—Portland Postal Employees, CU, Portland, Oregon.

"Copy!"

for your educational and publicity program

CREDIT union officials may find these suggestions helpful in preparing informational material about the services their credit union offers their members. These may be used—either without change or adapted to special uses—in payroll inserts, circulars, blotters, posters, bulletins, advertisements, company house organs, or other appropriate mediums at hand.

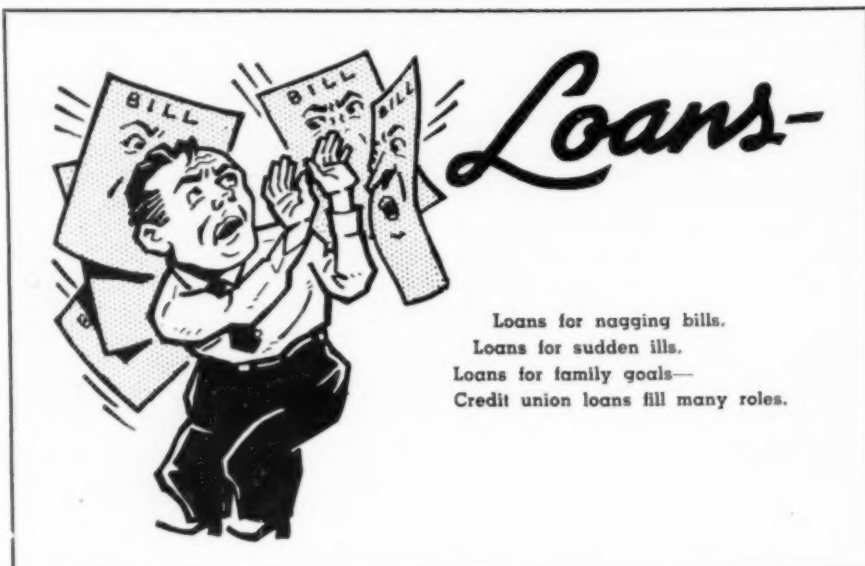
The illustrations may be traced on mimeograph stencils, reproduced directly by a photo-offset process, or made into line-cuts for the standard letterpress printing.

Each release should, of course, also contain full directions as to when and where credit union service may be obtained. The name of the credit union, its location, its business hours, and any other helpful information should be given.

It may also be noted that credit unions and credit union organizations affiliated with CUNA may lift any BRIDGE items freely for their publications and releases. *All others should observe the copyright and obtain written permission from The BRIDGE, before using this material.*

Suitable credit should, of course, be given in the case of signed articles and illustrations. The BRIDGE need not, however, be mentioned as the source of the material, although where it seems suitable to do so, this will be appreciated.

The BRIDGE would greatly appreciate receiving copies of any and all publications credit unions issue, so that it may know what credit union people are finding most effective, and so that it may pass on to others good new ideas developed.



Victory Gardening?

Victory gardeners get themselves some good exercise, good food, and good words from Uncle Sam—

If they use good seeds, good ground, good tools, and good care.

So read your seed catalogs and government bulletins carefully, and if you need a little extra money to buy tools, seeds, and fertilizer, don't forget your credit union's convenient, economical loan service.

It's a Fact That—

¶ In every one of the war years so far the E. S. E. O. Federal Credit Union, Oklahoma City, Oklahoma, has increased the number and the amount of the loans issued. In 1941 it issued 148 loans; in 1942, 165; in 1943, 219; in 1944, 276.

¶ The war is now costing the United States \$250 million each day, or \$173,-611 every minute of the day.

¶ In January, issuing agent credit unions in the Dallas Federal Reserve Bank area sold war bonds totalling \$1,258,575, issue price.

¶ The first artificially bred daughters of New Jersey dairy cows produced 14 per cent more butter and 9 per cent more milk than their mothers. This was the first survey of the results of artificial breeding.

¶ Under the act of Feb. 24, 1899, Chapter 187, No. I, 30 Stat. 864, no recording clocks for recording time of clerks or other employees in any of the executive departments at Washington shall be used in any of such departments at Washington.

¶ During Sixth War Loan Drive 103 of Michigan's 251 credit unions purchased war bonds totalling \$1,556,922. These credit unions now hold a total of \$7,510,753.

April Fool, I Said—

I had to have my little joke.

I knew how determined my wife was that we must not cash any of our war bonds. I felt the same way about that myself, of course, but once or twice (when Mildred had to go to the hospital for that appendicitis operation, for example) I had weakened and suggested that perhaps we should cash our war bonds. You should have heard her say "Jim!" in that certain tone of voice.

So when she brought up the fact that our house needed some spring overhauling, and that so did our car, and that so did our wardrobe—I said, "Looks like we'll have to cash some of our war bonds."

"Jim!" she said. "If we need any extra money, we'll get a loan from our credit union, just like we did before. You know that."

"April fool," I said. "I was just fooling."

She thought it was a pretty weak joke. And I don't claim Bob Hope couldn't have done better.

Thrifty Tips

¶ Consumers' Guide, a government published monthly magazine devoted to the welfare of the consumer, may be obtained regularly free of charge by writing Marketing Reports Division, Office of Distribution, War Food Administration, Washington 25, D. C.

¶ Authorities advise that one aspirin tablet is generally as effective as two, therefore take only one at a time. (A pinch of soda may help prevent nausea and stomach irritation, although many persons are adversely affected by this drug.) The formula for aspirin is set by the United States Pharmacopoeia (note the U. S. P. on the pack-

Volunteer Organizers

TIP

Those interested in helping new groups organize credit unions may obtain a Volunteer Organizers Kit free of charge by writing the Credit Union National Association, Madison 1, Wisconsin.

This kit contains a Volunteer Organizers Handbook and a generous selection of credit union printed matter, including leaflets about credit unions successfully serving various types of groups.

age) so substantial savings can be safely made by careful shopping.

❏ Squash and sweet potatoes make good pies, but a sweet potato pie requires more milk and less sugar than a pumpkin pie.

❏ More vitamin C can be obtained by eating an orange than by drinking its juice.

❏ Drawn curtains help save heat (in the daytime, too, except those at windows through which the sun is shining).

Buying Women's Slips

Good rayon slips can be bought for \$2 or less, Consumers Union, New York, reports after testing 67 brands of all types of rayon slips. But to get good wear from even the best slip, you must get a garment that fits well at all points. Adjustable straps are useful to correct the fit of a slip from bust to waist, but don't let a salesclerk talk you into buying a too-long or a too-short slip on the theory that the length can be fixed at the shoulder straps. Such adjustment will throw the whole slip out of line; it will fit poorly and wear poorly.

Slips cut either wholly or partly on the bias usually fit better and have less tendency to ride up and twist than do straight-cut slips; besides, they're stronger at the seams. Slips sewn by hand are costlier, but they are not as durable as well-made machine-sewn slips. Look for straps firmly attached to the fabric—not to the lace or the decoration; on slips made with double tops, the straps should be inserted at least a quarter of an inch between the two layers of fabric.

If you buy a knit slip, try to get one that's runproof. You can recognize a runproof knit from the fact that the ribs on the face run at right angles to the ribs on the reverse. Knits have an advantage for busy women in that they need not be ironed if they are

pulled into shape when still wet, then dried flat.

Nylon slips—made of nylon government rejects—are occasionally available. Nylon is a very strong fabric; it is quick-drying and need not be ironed. But many nylon slips are so poorly constructed that they are not worth buying.

A Fair Price

In an effort to control the prices of used furniture sorely needed in crowded war-plant areas, the OPA has established a ceiling on all second-hand pieces less than 75 years old. Even when expertly repaired and refinished they may not be sold for more than 75 per cent of the prevailing price of comparable furniture when new. If sold "as is" they should cost considerably less. Hence a hint to second-hand shoppers: find out the current prices for new furniture of the quality you want—even if it's not exactly the right style—before you lay out cash for spurious bargains.

Why Be Thrifty?

Being thrifty for its own sake is usually not much fun. And like New Year's resolutions, that kind of thriftiness seldom gets much beyond the "good intention" phase.

The reason for this may be that we realize, perhaps unconsciously, that money is meant to be spent, that money has no value of itself.

Suppose we put it this way: We each of us do the work necessary to provide ourself the goods or services we need, but we each are specialists, producing more of one thing we need and less of another. Money is a convenient method of indicating that part of our share of the total pool of goods and services which we do not now actually have in our possession.

When we spend money we relieve our seller of some of his excess goods or services, and enable him to buy something he needs from another person, who in turn is able to fill a need of his own by buying from another, who in turn may come to us for some of our products or services. In other words, business is flourishing. On the other hand if we hoard our money this cycle freezes, and no one gets the benefit of anybody's excess goods or services, which are wasted or not produced at all.

But

But there is a need for thrift. Thrift is, as we have been told, one of the greatest of virtues. This is consistent with the above if we remember that thrift is not necessarily the practice of saving money. It is the wise use of one's goods, including money. It is economic management.

If we need something which current income cannot provide us, then it is wise for us to save our money—but by putting it where it can be used to keep the flow of goods or services going, such as in our credit union share accounts and in war bonds, depending upon whether we are saving for short-term or long-term needs.

And if we are really to get the thing we are saving for, experience has shown that we should get in the habit of putting aside a certain amount regularly.

The burden of all this is—don't save just to be saving, but save for a purpose. You may want to have a fund for emergencies or for unexpected opportunities or for bargain buys. Or you may want to buy an automobile, or a radio, or a refrigerator. Or you may want to be able to send your children to college, or to go on a long trip.

The question is not, will you spend your money, but how and when will you spend it. Let your credit union's thrift and loan service help you be sure you spend your money well.

Wise Men Say—

❏ Take from the altars of the past, the fire, not the ashes.—*Jean James, quoted in the annual report of the Hamilton Dominion Civil Servants Credit Union, Hamilton, Ontario.*

❏ People are more fun than anybody.—*Lemuel Q. Stupnagle.*

❏ The dogmas of the quiet past are inadequate to the stormy present . . . as our cause is new, so we must think anew and act anew. We must disenthrall ourselves and then we shall save our country.—*Lincoln.*

❏ Were half the power that fills the world with terror,

Were half the wealth bestowed on camps and courts,

Given to redeem the human mind of error,

There were no need of arsenals or forts.—*Longfellow.*

❏ Disemployment and hardships are caused by one large group securing advantages over other groups, and those who suffer most are to be found in the group that supposedly has the advantage.—*Fred G. Clark and Richard Stanton Rimanoczy in "How We Live."*

Educational Committee Tip

It is easier to plan a well-developed educational program if you obtain the help of the Loan Packet provided by Cuna Educational Services, Madison 1, Wisconsin. It may be borrowed for 30 days free of charge.



Exchange

Church Council Credit Union

The Church Council Credit Union of Sacramento, California, has issued an informative and readable three-fold (eight-page) leaflet to introduce itself to its city-wide potential membership.

The fact that this credit union exists is, of itself, worthy of mention in the Idea Exchange. Here is what the leaflet says about this fact:

"The Church Council serves its constituent churches, performing services which can be rendered more effectively together. Only very large churches could maintain a credit union. By the agency of this united body, the privileges of a credit union are provided for members of, and organizations within, the affiliated churches, whether the church be large or small.

"Through the Church Council Credit Union there is one more opportunity to assist in dispelling fears, liberating religious individuals from unnecessary cares and worries, maintaining personal self-respect, and making reasonably available to worthy men and women the fuller resources of a happier life. It is another way of putting religion to work in everyday life, in the areas of real human needs."

The list of affiliated churches makes great reading for all who are working for joint action by "men of good will":

"African M. E., African M. E. Zion, First Baptist, Oak Park Baptist, Shiloh Baptist, First Christian, Freeport Boulevard Christian, Pioneer Congregational Church, Church of the Brethren, North Sacramento; Church of God, Episcopal-Christ Church, Society of Friends, First Evangelical, Community Evangelical, St. John's Lutheran, St. Luke's American Lutheran, Zion Lutheran, First Methodist, Central Methodist, Oak Park Methodist, Wesley Methodist, Free Methodist, Chinese Methodist, Japanese Methodist, Mexican Methodist, Mission Covenant, Bethany Presbyterian, Westminster Presbyterian, Japanese Presbyterian, Goodwill Industries, Inc., Lincoln Christian Center, Salvation Army, Volunteers of America, Young Men's

Christian Association, Young Women's Christian Association, Carmichael Community Church; Church of the Nazarene, North Sacramento; Clarksburg Community; Epworth Community Methodist, North Sacramento; Fair Oaks Federated; Protestant Union, Waterman."

We lack space to reprint the entire leaflet, but a list of the sub-titles which help make it more readable, will give an idea of its contents, and may help those who wish to issue a similar publication:

- "The Credit Union
- "Church Credit Unions
- "Church Council Sponsorship
- "Membership Qualifications
- "Admission to Membership
- "Credit Union Shares
- "Dividends
- "Share Life Insurance
- "Loan Services
- "Borrowers Life and Disability Insurance
- "Financial Foresight
- "Fiscal Provisions
- "Sacramento Chapter
- "Officers
- "Church Council Constituency
- "Information
- "Business Office"

The following slogans are printed in red on the various pages: THRIFT SYSTEM AND LOAN SERVICES FOR CHURCH MEMBERS AND CHURCH GROUPS," CREDIT UNIONS ARE THE AMERICAN WAY," "THRIFT IS A HABIT—NOT A SCIENCE," "SAVE THE CREDIT UNION WAY—NOW," "THRIFT WITH INSURANCE—IT'S HERE," "CASH PRICES VS. INSTALLMENT PRICES," "NO SHARE GAMBLING IN CREDIT UNIONS," "CHILDREN'S MEMBERSHIPS ISSUED," "LET YOUR IDLE FUNDS WORK FOR OTHERS," "TAKE ON THE CREDIT UNION SMILE—NOW," "A THRIFT PLAN WITH INCENTIVES," "LET CREDIT UNION CARRY YOUR DEBTS," "NO MARKET WORRIES IN CREDIT UNIONS," and "HAVE YOU MADE A WILL? DON'T DELAY."

One page is a perforated coupon which may be used to apply for membership or request additional information.

Still Owed the \$60

In our credit union one of the early members was in the hands of a high-rate money lender. Two \$30 loans which were paid by the use of credit union money had cost him \$108 in "interest and other charges" during a single year and he still owed the original \$60 with interest.

This teacher refinanced all his obligations and, over a period of ten years, borrowed in excess of \$5,000, all of which has been repaid and a savings account has been accumulated. Today, after 12 years, he has a home nearly clear of debt, a car free of debt,

two children with the medical bills paid, and he and his wife have become active in community and civic affairs.

The actual lending of money was only a small part of the problem of salvaging this family as useful and substantial citizens in the community. Every school employee in the United States should and could have a similar organization available for savings, credit, and business counseling.—BROOME COUNTY TEACHERS CREDIT UNION MAGAZINE, published by Broome County Teachers FCU, Binghamton, New York.

One Day's Pay Per Month

One of our members recently applied for a loan of quite a large amount for the purpose of paying off a loan shark. When the loan was made we sat down and figured what this member saved by borrowing from the credit union. It amounted to over one day's pay per month for the entire duration of the loan, not including the insurance on the loan which is provided free of charge to our members.

This is an example of the value of the services your credit union has to offer. Tell your friends about it.—THE CROSSOVER, published by educational committee of the Metropolitan "L" Federal Credit Union, Chicago, Illinois.

That Two-fold Purpose

We have much discussion these days about the "postwar home," the "postwar car," the "postwar plane," and so forth. What about the "postwar credit union"?

It will, of course, have many of the functions of the pre-war credit union. This world, however, is not going to be the same world after the war, whether we like it or not. The credit union must expand to the needs of a changing world.

The postwar credit union will be a model for world-wide development. Just as North America now looms large in world leadership, so from this continent must come the international leadership which will bring cooperative credit to the greater service of mankind.

Thrift is such a function. Can we improve on this part of the credit union program? We not only can—but we must. We must build the economic life of the average man.

What about loans by the postwar credit union? We make "provident" loans, and, less often, "productive" loans. We have done fairly well with provident loans. Productive loans have received less attention.

Federal credit union by-laws state that "The purpose of the credit union is to promote thrift among its mem-

bers, by offering them an opportunity for accumulating their savings; and to create for them a source of credit for loans for provident or productive purposes."—*Fred J. Reinking, president of the Indian-Service Employees Federal Credit Union, Fort Wayne, Indiana in his 1945 annual report to the members.*

Listen My Children

Listen my children and you shall hear
Of the Credit Union Family who lives
quite near

There are Papa Debit and Mama Loan
And oh dear yes!—Old Grandma
Groan,

And Stock and Share, the strapping
sons—

Signer and Co-signer, the little ones;
And last but not least—so sweet and
demure,

The lovely daughter, Signature.

Well, it all began when Mama—poor
soul

Couldn't balance the budget with her
weekly dole.

"Since we've just moved, there are
moving expenses

And, of course with that—new house-
hold expenses!

With these added worries—who will
pay the rent?

Why even the income tax savings are
spent!

Grandma Groan's been in the hospital
too—

And all of those medical bills are due!
I fear if I find another bill

We all will soon be over the hill!"

And as if that weren't worry enough
Papa wailed as he cried in his snuff—

"Business these days just ain't what it
used to be,

A little cash right now would really
look good to me,

Just to help put me back on my feet;
And make my store look prosperous

and neat!"

When along came Stock and Share to
add

That their conditions, too, were sad—

"With these expenses called to our at-
tention,

What will be left for a pleasant vaca-
tion?

We do have a right to a little relaxing,
After a year's work which has been
quite taxing."

Next, up piped the twins—Signer and
Co—

They too had things they wanted to
know.

"Of course, it's not yet quite Decem-
ber,

But will our Mom and Pop remember
Although we like a Christmas tree
We dearly love the things we see—
under it!

And we add, with exclamation
We've got to have our education!
Though we have brains—don't think
us rash!

The fact remains—it does take cash!"

Along came lovely Signature,

The gal we said was so demure,
And she too wailed her tale of woe
The old, old tale—as you may know.

"I've simply not a thing to wear
And stockings—not one decent pair,
And Mama really needs some clothes,
But what with all these money woes—
We'll end up in a million quarrels,
And what will we be wearing?—
Barrels!"

Then came a knock upon the door
Said Pop—"I've heard that knock be-
fore!"

Ma went to see and who walked in
But dear old Uncle Credit Union!
Right—to the rescue he did come
And solved their problems—everyone!
No—he's not rich—but even better,
He understands each money matter
And with a little thought and care
Can show you how each little share
Saved week by week will help you
when

Your budget has gone KAPLUNK
again!

For on those shares you too may bor-
row

And save yourself a lot of sorrow!

Remember my children how this tale
of woe

Turned into gladness—it goes to show
It pays—oh yes,—it pays—remem-
ber—

To be a Credit Union Member!

—*Anna Kinch, member education
committee Harlem Branch, Y.W.C.A.
Federal Credit Union, New York.*

Annual Reports Educate

Like many other corporations, many
credit unions are finding that pub-
lished annual reports offer an excel-
lent opportunity to inform their mem-
bers about, and interest them in, the
services rendered by their organiza-
tion. (In general, the field of mem-
bership and public relations is one
that is widely neglected, but which is
being increasingly cultivated.)

Credit unions which used their an-
nual reports to advantage, education-
ally speaking, which have come to our
attention are:

Acme-Lees FCU, Muncie, Indiana.
Broome County Teachers FCU,
Binghamton, New York.

Cleveland Telephone Employees
CU, Cleveland, Ohio.

Co-op Credit Union, Madison, Wis-
consin.

Cuna Credit Union, Madison, Wis-
consin.

East Bay Telephone Employees
FCU, Oakland, California.

E. S. E. O. FCU, Oklahoma City,
Oklahoma.

Halifax District Postal CU, Halifax,
Nova Scotia.

Hamilton Dominion Civil Servants
CU, Hamilton, Ontario.

Harlem Branch Y.W.C.A., Har-
lem, New York.

Indiana-Service Employees FCU,
Fort Wayne, Indiana.

Interior Department (Chicago)
FCU, Chicago, Illinois.

Missouri Pacific Kingsville Em-
ployees FCU, Kingsville, Texas.

Sterling Cooperative FCU, Sterling,
Colorado.

Twin City Co-ops Credit Union,
Minneapolis, Minnesota.



A credit union man is Joe
Who saves his pennies and makes 'em
grow

A dollar now and a dollar then
And pretty soon he finds it's ten
When a bond drive comes or an extra
bill

Joe digs in, and it's over the hill
And if it's more than his total share
He can borrow it quick at a rate that's
fair

If you'd like to smile and wink with
Joe

Join the credit union and save your
dough.

Rickle, Bott, and Scanlon too
Will help you start, or see you through
Ruggie, Sarpa, Slayne, and Boehm
Will sign you up if you need a loan
These are the men that you ought to
see

If they're not around then call on me.

—*Clem Dietze, chairman of educa-
tional committee, Westinghouse Elec-
tric Elevator Federal Credit Union,
Jersey City, New Jersey.*

George Rickle, clerk of the credit
union, writes that the above drawing
and verse appears on bulletin boards
throughout the plant.

"We have grown," he reports, "from
\$27 in assets as of September, 1941, to
\$59,000 on January 1, 1945."

Our Readers Write



Charts Used Effectively

To the Editor:

Thanks for your letter and for your timely circular outlining the type of material most desirable for publication in *THE BRIDGE*.

Our annual meeting was a very successful one, being well attended and running smoothly throughout. We are forwarding the photo previously mentioned (see cut), showing the charts which we used picturing distribution of loans and volume of business done during the past year. You will agree that this is not the first time such charts have been used at credit union annual meetings. We believe however that they can be helpful to the smaller and newer credit unions in organizing their annual meetings, and with this in mind, are having the picture published in our Alberta publication "The Bugle."

Our credit union has shown steady growth in membership, and a corresponding increase in shares and loan balances. The figures on the lower right-hand side, showing a loss of only ten dollars on over a quarter million dollars loaned in the past five years, are themselves very gratifying and reassuring, and are indicative of the conscientiousness of the credit union members in paying back their loans.

At the present time in Alberta, credit unions are giving a considerable amount of thought to housing problems. Mr. King, in addressing the meeting, dwelt for some time on the place of credit unions in relation to building programs.

The consensus is that this function is as yet beyond the scope of our individual credit unions, and in fact is not one of their functions. There are already in existence and operation several reliable cooperative building associations. We feel that for the present at least, the function of the credit unions in this regard, should be to support such associations, and to give guidance to credit union members along these lines. To do this, we will get as much information as is available concerning housing plans, and distribute it to our members through our educational departments.

Mr. Fitzpatrick gave a brief but encouraging report on credit union progress in Alberta. He pointed out, with illustrations, how the new and small credit unions look to the older and larger ones for guidance, leadership, and confidence. Mr. A. Peart, of the

same department followed up, and added to Mr. Fitzpatrick's address.

Swift Edmonton Employee's Savings and Credit Union is to be host at the next meeting of the Edmonton Chapter Credit Union League of Alberta which will take place February 12th. This is the beginning of a program of monthly Chapter meetings to be sponsored by the various Credit Unions with a little in the way of a social evening thrown in. The idea is to stimulate interest in these meetings, and to increase attendance, for the good of the Credit Union Chapters League as a whole.—V. R. Jones, Correspondent Swift's Edmonton Employees Savings and Credit Union, Ltd., Edmonton, Alberta.

Our Greatest Need

To the Editor:

Herewith is enclosed the sheet showing how our credit union "rates." It is not a high rating, but the present supervisory committee is determined that it will rate higher next year. This will be due in no small part to the excellent suggestions carried from time to time in the *BRIDGE*.

Our supervisory committee feels that our greatest need right now is to have an educational committee, and made a strong plea for one to be appointed at the annual meeting. The president assured us that it would be given consideration by the board.

Perhaps you would be interested to

know that we are adopting the idea on delinquent records presented by John D. Kelley in the November, 1944, *BRIDGE*. We find many helpful ideas in the *BRIDGE*. Keep the good work up!—Wayne S. Steward, clerk Portland Postal Employees Credit Union, Portland, Oregon.

Great Help

To the Editor:

Congratulations on the great improvements in your publication. The articles are really worth while and have been of great help to us all.—Alan J. Bradshaw, assistant secretary-treasurer Los Angeles Water & Power Emp. Credit Union, Los Angeles, California.

Write Him Today

**But Tell Him Only
What He Wants To Hear**

The man overseas is intensely interested in the war at home and how his family and friends are backing him up, but he definitely doesn't want to hear about the hardships at home about which he can do nothing. He has plenty of troubles of his own.

A man can become so worried about a situation back home, mentioned casually in a careless letter, that it will steal attention from his fighting duties, and taking care of his own life.

"If you get a letter that's a gripe about things back home, you feel like



Treasurer Jim Robertson reporting to the annual meeting of Swift's Edmonton Employees Savings and Credit Union, Edmonton, Alberta. Also shown are W. D. King, deputy minister of Trade and Industry for the province; F. J. Fitzpatrick, provincial supervisor of cooperative activities; and W. Wentworth, president of the credit union.

you never want to write again yourself," is the way one soldier expressed it. "If the family has a problem I can help solve . . . let them tell me quickly and not string it out—and even though it sounds hard-boiled—if I can't help them—don't tell about any problems or troubles."

The kind of letters the boys want are the cheerful, newsy ones from relatives and friends. They do not like "fan letters," written by strangers who happen to join a "Write a Fighter" club. Letters from hero-worshipping youngsters or well-meaning strangers leave them cold—and those unnecessary letters may use the shipping space needed for the mail they really want.

What He Wants

This is what he wants to read in your letters . . .

That the family is "okay and busy."

That the family is doing everything possible to aid the war effort.

News about his friends, especially those in the service.

Who is marrying whom.

Recollections of past events and places he used to go to.

Stories about what's going on—and the latest gossip.

All the Sports News—particularly the dope about the home team.

News about his hobbies.

Spare Him YOUR Worries

He has plenty of worries of his own. Don't mutter about civilian hardships, his are worse. Be happy and newsy. Remember, your letter might be read anywhere, under the most grueling of battle conditions. Check it over—is it fit to be read in a fox hole?

Write him often by V-Mail (V-Mail goes fastest, saves space, always gets through). Small talk to you is Big News to him!—From Army leaflet.

In North Dakota

The following report on credit union development in North Dakota was released by Math Dahl, commissioner of Agriculture and Labor, as director of the Division of Cooperatives.

Credit unions in some parts of the State are performing meritorious services for members and are growing rapidly, according to Clifford Skorstad, managing director of the North Dakota Credit Union League. Early reports from the North Dakota Credit Union League indicates that good leadership pays dividends, according to the following report submitted by Mr. Skorstad: Dickinson Cooperative Credit Union has assets of \$28,000; Mandan Rural about the same; Jamestown close to \$40,000; Portland \$15,000; Cavalier \$10,000; Devils Lake over

\$30,000; Willow City \$30,000; Minot \$81,000; Ray \$95,000; and Williston \$540,000. Farm people in these groups are pooling their money now for post-war credit needs.

Pie Auction at Glen Ullin

At the annual meeting of the Glen Ullin Credit Union they combined business with pleasure with good results. A "pie" auction was held for the purpose of increasing the assets of the credit union with the result that these assets were increased from \$11,000 to \$33,000. Whatever was paid for a pie went to the bidder's credit union account.

What Rural Groups Can Do

Tuesday, January 9, the Killdeer Credit Union held their annual meeting. A six o'clock dinner in the church basement resulted in about a hundred members attending. Good reports, good entertainment and good food encouraged members to attend. What can be done by a rural credit union is evidenced by reports submitted at this meeting of assets of \$17,128, loan balance of \$15,511. Credit needs of members are really taken care of in this credit union. There are many rural credit union groups that have from one to ten thousand dollars in assets.

Capitol Employees Expand

The Capitol Employees Credit Union of Bismarck announced expansion at their 9th annual meeting held January 16. Included in this credit union now are employees in the Capitol building, Memorial building, and Federal, State, County and municipal employees of Bismarck, including Bismarck public school teachers and employees of the State penitentiary, Fort Lincoln and Fraine Barracks. Clifford Skorstad and Sig Forseth, legislator from Williams county, spoke at the meeting. Mr. Forseth described activities of Williston Cooperatives, stating that a medical clinic is in the process of organization in Williston and a co-operative packing plant is under discussion. According to the Cooperative League News Service, such a medical clinic has recently been opened at Two Harbors, Minnesota. This Community Health Center, as it is called, is owned by about 1,500 families or over 4,000 individual members, mostly Norwegians and Swedes, and consists of a 35 bed hospital, giving its members medical and surgical attention and hospital care under a prepayment plan. This is the first cooperative health center in the northern half of the U. S., and chances are good that Williston will have the honor of organizing the second.

Industrial Groups Grow Too

Credit Unions serving industrial groups are likewise growing. Despite

the fact that officers in many cases have left for military duty or for war work in other cities, these credit unions are really performing a distinct service for the membership.

New credit unions recently organized include the Little Flower C. U. of Rugby serving members of the Catholic Parish, The Fessenden Farmers Union C. U. serving members of the Farmers Union in the trade area, The Harvey Farmers Union C. U. serving members in the Harvey trade area.

Re Dumbarton Oaks

Since credit union leaders are taking a leading part in the improvement of social conditions, they are undoubtedly exceptionally interested in the proposals for world-wide social action now being aired. Of these the so-called Dumbarton Oaks Proposals are among the most prominent, and are no doubt most representative of the present thinking of world leaders.

Although THE BRIDGE does not have the space nor the ability to analyze these proposals extensively, we are glad to present here the best brief "critique" of them that has come to our attention. We do not necessarily agree with all the conclusions reached, but we think they all merit consideration, and we urge our readers to make some study of the proposals and of the various comments upon them, so that they may form their own conclusions and make them known to their governmental representatives.

On the decisions on international social action now being formulated—which we must help to formulate—depends largely the extent to which we and our children may hope to live out happy lives.

This is the text of a resolution adopted by the Political Committee of the American Labor Conference on International Affairs at the second meeting of the Conference at New York on December 16, 1944.

The Political Committee of the American Labor Conference on International Affairs endorses wholeheartedly the principles of the Dumbarton Oaks Proposals, which aim at the creation of a community of nations which shall outlaw war and aggression and establish the rule of law in international relations. In this respect Dumbarton Oaks moves towards the fulfillment of the ideals that American labor as well as the labor unions and the political labor parties of all countries have advocated. The committee expresses its satisfaction that the executive organ of the international community, the Security Council, is to be made into a powerful and efficient body which shall have at

its disposal all necessary means, including armed forces, for maintaining peace and preventing aggression. Moreover, a special organ of the General International Organization—the Economic and Social Council—is to be created which shall bring more co-operation and planning into the rather chaotic economic relations of the world. This has always been one of the aims of organized labor.

In supporting these policies the peoples of the world, including organized labor, will be reaffirming their belief in a new world in which the relations between peoples shall be based on the same simple rules of law and morals as the relations between individuals in civilized countries, where the supreme criterion is not might but right, in the framework of freedom and equality.

But our endorsement of these principles of the Dumbarton Oaks Proposals does not absolve us from making justified criticism of the many weaknesses and shortcomings of the draft in its present form. The President of the United States has explained that this draft has been published "to permit full discussion by the people of this country prior to the convening of a wider conference on this all important subject."

Amendments Proposed

To implement the pledge made in the Atlantic Charter and in Moscow the Dumbarton Oaks Proposals should be amended in the following respects:

1. After a period of transition the new international organization should become a universal one, unlimited by the present formula that "membership should be open to all peace-loving states." Permanently to exclude any state is to prejudice the new order. In this new order all states must be peace-keeping.

2. The General Assembly, composed of all states, should be given more important functions as the basis of the whole international organization. It should be given the right to initiate proposals for action by the Security Council on all matters relating to the maintenance of international peace and security. The Security Council should furthermore be made accountable to the General Assembly for any actions it has decided to undertake and for their execution.

3. The Security Council in its projected form gives excessive dominance to four or at most five Great Powers. It is entirely fair and proper that the greater responsibility of the Great Powers in the prevention of war and aggression should be matched by a greater share in the leadership of the organization and in its decision. Their co-operation is essential to the success of the organization. But we must

emphatically reject any proposals which would exempt four or five Great Powers, the permanent members of the Security Council, from the equal rule of law. It would be neither just nor sound for any one of these Great Powers to be allowed to vote in a case where it is accused of aggression. It would be still more unacceptable for its vote alone to suffice to annul any complaint against it. Yet this would automatically be the result if the provision requiring the unanimity of the "permanent members" of the Council should be adopted. It would mean, practically, that every Great Power would enjoy freedom to engage in aggression and that any aggressor nation having a mighty protector in the Council would be free from punishment. We therefore propose that the rule of unanimity be replaced by a two-thirds majority of all members including a majority of the permanent members of the Security Council.

We cannot accept the defeatist proposition that no international organization can possibly restrain a Great Power which is prepared to risk aggression and start a new conflict. If that were so, then the whole program of Dumbarton Oaks would be futile, and the proclaimed "sovereign equality of all nations, big and small," would become a mere deception. We must insist that international law apply alike to all nations and that no nation be put above the law. The duty of the General International Organization is to enforce peace, the rule of law and the equal protection of all peoples of the globe, and no opportunistic considerations can free the community of nations of its moral obligations in the service of humanity.

4. Besides these specific defects of the present Dumbarton Oaks plan there is a lack of certain constructive proposals which are urgently needed if the world is to be subject not to the rule of force but to the rule of law adopted through collective consideration and democratic decision. The Security Council should have as one of its functions the preparation of a continuous policy for the reduction of armaments. There is also lacking any provision for raising the living and cultural standards of dependent peoples, the colonies of the Axis countries, mandated territories, and semi-colonial or backward areas that cannot now be self-governing. A system of international trusteeship should be established for this purpose, and a special organ of the General International Organization with sufficient authority and means should be entrusted with the task of helping the above mentioned countries and nations to accomplish in peace, and free of ex-

ploitation, the necessary evolution to modern culture and political, social and economic maturity.

Nations Intimately Interlocked

Never before in the history of mankind has the internal progress of each individual nation been so closely and intimately interlocked with the international structure of the world. The social and economic achievements of individual countries would mean nothing in the event of a new world catastrophe. Thus the task of creating an adequate international community of nations based on the freedom and equality of all peoples, rather than on a division into spheres of influence, acquires a decisive importance from the viewpoint of labor and its historic mission. Labor everywhere must with all its force and energy pursue the policy of advocating and supporting the basic principles proclaimed by the Dumbarton Oaks Proposals in their full and true form, without any distortion or misinterpretation in the imperialistic interest of any Great Power.

Few \$10,000 Caskets

Funerals in the U.S. cost too much, and cooperative burial associations are cutting that cost sometimes by hundreds of dollars. These highlights of a report by the Federal Council of Churches were reported by *Time* magazine for January 22.

"U. S. Protestant churches think that funerals cost too much," *Time* says, "but they have tried only half-heartedly to get funeral prices down. The Federal Council of Churches, feeling that the time had come for action, made a survey, came up with a flat charge: many an undertaker, cemetery and tombstone maker is fattening on human grief.

"The survey showed that super-salesmanship, when people's resistance is lowest, sometimes inveigles the bereaved into spending three or four times the deceased's monthly income for a decent burial." Some undertakers, said the survey, fix fees on the basis of the amount of insurance the deceased carried. During a plush year the average cost of burying a body is \$410. Said the Federal Council: "Competition in the funeral business is not in terms of price and quality, but competition for the possession of bodies."

"Last week there came a shocked cry from the undertakers. The idea that morticians fight for cadavers, said some dignified practitioners, was 'too sordid and unwarranted for reply.' Indignantly, they explained that 75 per cent of all funerals cost less than \$500, and that few caskets (undertakerese for 'coffins') ever cost more than

\$10,000 (even these are so rare and beautiful that undertakers reverently call them 'couches').

"What really worried those who make their living from death was the Federal Council's report on the merits of cooperative burial associations. Their average cost of a funeral ranges from \$84 to \$165."—Co-op News.



Dollar Stretchers

The answer to the question "How can I make my money go further?" may be obtained in part, at least, from the following government bulletins, which you may obtain by writing the Office of Information, U. S. Department of Agriculture, Washington 25, D.C.

1. *Popular Publications for the Farmer and Homemaker.* (List No. 5) July 1944.
2. *A Fruit and Vegetable Buying Guide for Consumers.* MP. 167.
3. *Buying Boy Suits.* FB. 1877.
4. *Cotton Shirts for Men and Boys.* FB. 1837.
5. *Judging Fabric Quality.* FB. 1831.
6. *Leather Shoes: Selection and Care.* FB. 1523.
7. *Make-overs from Coats and Suits.* MP. 545.
8. *Making a Dress at Home.* FB. 1954.
9. *ABC's of Mending.* FB. 1925.
10. *Mending Men's Suits.* MP. 482.
11. *Stain Removal from Fabrics: Home Methods.* FB. 1474.
13. *Take Care of the Wool You Have.* AWI-26.
14. *Women's Dresses and Slips: A Buying Guide.* FB. 1851.
15. *Guides for Buying Sheets, Blankets, and Bath Towels.* FB. 1765.
16. *Slip Covers for Furniture.* FB. 1873.
17. *Carpet and Rug Repairs.* FB. 1960.
18. *Take Care of Vacuum Cleaners and Carpet Sweepers.* AWI-19.

Budgeting

The bulletin *Suggestions for a Family Spending Plan* (March 1944) may be obtained from the Bureau of Human Nutrition and Home Economics, USDA, Washington 25, D. C.

Family Saving and Spending in Wartime (Vocational Division Leaflet No. 11. U. S. Office of Education, Federal Security Agency, 1943) may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. by sending 5 cents in coin.

Suggested Reading

HERE are some notable books for the credit union leader who is anxious to hold his own in shaping the crucial years ahead, but who does not have time nor use for wordy economic and sociological volumes. All are readable, and reward reading.

I Speak for Joe Doakes

First, there is Roy F. Bergengren's book, *"I Speak for Joe Doakes."* This is not primarily a credit union book (although credit unions are frequently referred to and one chapter is about them). It is one man's attempt to persuade the people of this nation that they must unite, both politically and economically, with each other and the people of all nations if they would prosper in the future and enjoy lasting peace. In defense of this idea, Mr. Bergengren draws in an interesting way upon history, the words of great men, and his own experience and thinking.

Here is what William T. Evjue, editor of Madison's *CAPITAL TIMES*, has to say about the book (he devoted an entire day's issue of his special "column" to it):

"This editor," he writes, "recommends Mr. Bergengren's book about 'Joe Doakes' to people who would like to clear up certain aspects of the economic picture which may be troubling them. He writes clearly, entertainingly, and to the point. There is nothing of the dry economic treatise in these pages, but a wealth of observation and personal experience the author has encountered."

Personally, we concur, although to some extent, and sometimes to an exasperating extent, the writer in this book appears to us to be self-consciously "stylistic" and belabored. We agree that this is a real contribution to post-war thinking, of which the credit union movement can be proud. It is published by Harper and Brothers, New York, at \$2. Be sure to read it.

Democracy Under Pressure

Democracy Under Pressure is the fourth in a series of five books by Stuart Chase on the general subject "When the War Ends," which is being published by the Twentieth Century Fund. In 142 short pages of sharply punching writing Mr. Chase shows up the dangers of pressure groups, whether they be working for the interest of Big Business, Big Labor, or Big Agriculture. He leaves no doubt that something must be done about this trend toward economic dictator-

ship. And he offers, in a general way, the type of action that must be taken. In his last chapter (Epilogue: Mountain Conference) he has a group of leaders go up to a mountain retreat to draw up the basic plans. (His description of the setting of the meeting and the reason for choosing that setting calls to mind the Estes Park conference which produced the constitution of the Credit Union National Association.) The opening speech of the chairman of this imaginary conference should by all means be read. The book may be bought for \$1.

How We Live

How We Live, by Fred G. Clark and Richard Stanton Rimanoczy, is published by D. Van Nostrand Company, at \$1.

This is a thin book, has a minimum of words, has many graphic pictures and charts, but appears to present a sound introduction to the science of economics.

Its closing paragraphs point out what this book undertakes to accomplish:

"The first steps to understandable records lie in the selection and adoption of simple words that will always mean the same thing to all men—words as unmistakable as chemical symbols.

"Without such words the cause and effect of economic behavior will remain mysterious, and the problem of living in harmony with our fellow-men will remain unsolved.

"The task of building up an unmistakable set of economic words is made difficult by the confusion of words in our literature and text books, but the task can and must be done if we are to have harmony.

"Just as those who call for the adoption of Basic English as a cure for the diplomatic confusion of the world, the authors call for a set of unmistakable economic words as a cure for the economic confusion of the world."

Certain it is that more of us should have a working knowledge of economics in these times.

A Volume of Help

BOUND VOLUMES of the 1944 *Bridge*, complete with index, are now ready, at \$3 a copy. For ready reference to a year of informational and helpful credit union material order yours now.

The Bridge
Madison 1. Wisconsin

What About It?

(Continued from page 55)

stances we will appreciate your negotiating the matter for us.

Since our need for assistance is quite urgent, will you be so kind as to inform us, at your earliest convenience, on the manner in which we can use the volunteer help until such time as the matter of the bond is clarified?

Answer: The blanket bond provides coverage in one policy covering the hazards most common to the operations of credit unions. The bond covers all officers and employees of every description and provides complete coverage against dishonesty, burglary, robbery, messenger holdup, larceny, theft and other hazards. If desired, it may be endorsed to cover against mysterious, unexplainable disappearance of credit union funds.

Generally speaking, credit unions with assets in excess of \$50,000 should purchase this bond. Even smaller credit unions which commonly employ a number of persons such as assistant treasurer, collectors, and so forth, should purchase blanket bonds, the advantage being that it affords group coverage. Under the position bond only the person filling the position bonded is covered.

Attorney Not Covered

Question: We are in the process of obtaining the services of an attorney to handle the collection of our delinquent accounts and wish to obtain a faithful performance bond on him in the amount of one thousand dollars.

Kindly forward to us the necessary application form which we shall have filled out and returned to you. Also kindly advise as to the premium for one year.

Answer: Unless the attorney is an employee of the credit union it would be impossible to write a bond for him. I gather from the letter that he is not an employee and probably collects the delinquent accounts on a percentage basis or under a contract. If this is true we could not write a bond covering him.

Surety Bond Defined

Question: What is a surety bond?

Answer: Webster says—A surety bond is a pledge of property or security guaranteeing that a person in a position of trust will discharge his duties properly.

Types of Surety Bond Used

Question: How many types of surety bond are commonly used in the credit union movement?

Answer: There are two types of bonds commonly used in the credit

union movement, (1) A Fidelity or Honesty Bond at \$3.00 per thousand, and (2) A Faithful Performance Bond at \$4.00 per thousand.

Type Recommended

Question: What type of bond should a credit union carry?

Answer: The Credit Union National Association strongly recommends that each credit union use a faithful performance position bond and qualify for excess coverage. When there is need for robbery, burglary, larceny, theft, or hold-up insurance, we recommend study of use of the blanket bond.

Amount Recommended

Question: In what amount should a credit union bond the position of treasurer?

Answer: The position of treasurer should be bonded in an amount equal to 15 per cent of the credit union's assets as of the previous December 31st.

41,033 New Members

(Continued from page 51)

membership. This seemed to be the only fair way to handle the contest because of the fact that some credit unions had almost 100 per cent of their possible membership.

"Twelve credit unions entered the contest and a new one formed only a few months ago, Mueller Credit Union, won the prize for the highest percentage of increase over its actual membership, and Flint Eaton won the prize for the second group. The 12 credit unions entered gained a total of 525 new members; we do not have the actual gain for the whole chapter, but a conservative figure would be a gain of about 600."

Klamath Falls, Oregon

The following letter from Louis R. Hickey, secretary-treasurer of the Big Lakes Employees FCU, Klamath Falls, Oregon, sums up about as well as anything we have come across the difficulties faced by credit unions during these times, and how membership drives help overcome those difficulties.

"From September 1944 to the end



For Officers

and committee members not now served by another credit union, we offer complete credit union service. Write

Cuna Credit Union

Madison 1, Wisconsin
Life savings and loan insurance

of the year we secured 26 new members to our credit union. However, from January 1, 1944, to the end of the year 99 persons became new members.

"Of the above 99 new members 20 subsequently left the employ of the company and withdrew their holdings; besides these a good many of the previous members also closed out their accounts. Out of this comparatively large number of new members we made a net gain in membership of 36 during 1944.

"In other words we had to get almost three new members to make a net gain of one. With similar conditions of floating workers and high labor turnover existing in industries and plants all over the country, is it any wonder credit unions are not increasing their memberships? It takes a lot of work now just to keep from slipping backward.

"As well as we did do in getting new members, we did a good deal better in other ways, increasing our assets from \$1,000 to \$7,700. Throughout the last half of the year our loan balance exceeded that of shares, our problem being not what to do with our money but how to get enough of it to meet our loan demand. It seems to me that most credit unions have taken Regulation W and the war, insofar as they affect loan business, lying down. There is plenty of loan business around, if you want to go after it."

To quote an old stand-by: A good offense is the best defense.

40 in January

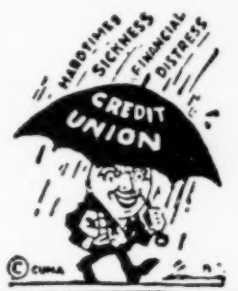
There were 40 credit unions organized in January, according to reports received by Cuna. During January 1944 only 11 were organized.

Of the 40, New York organized 7; Ontario and Pennsylvania, 6 each; Illinois, 4; Manitoba, 3; California, Montana, New Jersey, and Ohio, 2 each; and Connecticut, Florida, Georgia, Michigan, Tennessee, and Utah, 1 each.

The top ten for the fiscal year beginning March 1 (one month to go!) are: Ontario, 60; Saskatchewan, 35; British Columbia, 30; Alberta, 23; New York, 21; Illinois, 20; Manitoba, 20; Michigan, 16; California, 13; and Wisconsin, 11.

With its 7, New York jumped from eighth to fifth place. With its 6, Ontario leaped further out in front than ever.

Rules for organizational awards offered by Cuna (one for the champion league; one for the champion individual) were published on page 267 of the December BRIDGE.



Mimeograph Ad-insets

Repetition is one of the fundamental techniques of advertising

The credit union emblem lends itself well to repetitive advertising. It should be on every piece of credit union advertising.

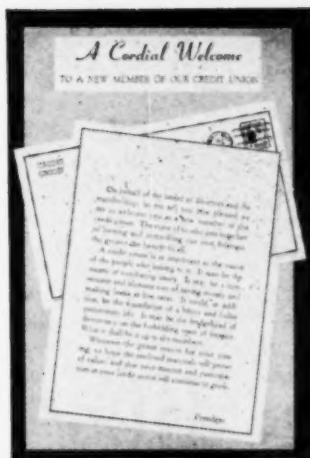
To help credit unions which issue mimeographed material ad-insets of the emblem (shown above) are now available. They are used for stencil duplication just as cuts are used for printing.

A "window" is cut in the stencil sheet, just large enough to accommodate the illustration which is to be cemented thereto (with mimeograph cement No. 268). A margin, which acts as a cementing surface, is provided around each inset.

The insets come in sheets of 14, in sizes varying from 1 to 2 inches. Each sheet sells for \$2.40, less 20 percent to league members.

Cuna Supply Cooperative Madison 1, Wisconsin

P. S. Mats of "Copy" page items *Ouch*, *Paid in Full*, and *I'm a Member* are available to those who issue printed publicity, at 18 cents each, less 20 percent to league members.



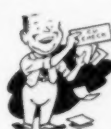
Good Tools

to help you get More Business

Shown above is the first page of a four-page folder designed to be sent to new credit union members. In addition to the welcoming letter on the first page, to be signed by the president, there are introductory messages, and words of commendation for credit unions by leaders of industry, of labor, of agriculture, and of the church. On the inside, two pockets are provided for your own selection of additional credit union material. Cost, including mailing envelopes, \$3.70 per 100 net (Ed. 27).

The cartoons "Are you a 'Wish-I-had'—or a 'Glad-I-did'?" on page 205 of the September Bridge have been made into a very attractive blue-and-white, six-page, two-fold leaflet. Also included is a cut of the "I'm a Member!" poster (see below) and a page of "Facts About Credit Unions." 75 cents per 100 net (Ed. 26).

Cuts of the three popular Cuna blotters shown below have been blown up to make attractive blue and white posters, about 14 by 10 inches. The cost makes it possible to post them widely. \$2.40 per 100, less 20% to member credit unions (Ed. 750, Ed. 751 and Ed. 752). As blotters, these are 92 cents per 100 net.



WHAT a relief—and how smart—to get all these nagging bills paid! It is good to know that a credit union loan made to fit your needs, will do the trick.



AND the longer you wait the more it'll hurt you and your pocketbook! It's a lack of money that is holding you back. Do you know that your own credit union is always ready to make helpful loans, planned to meet your needs?



In fact, my whole family belongs to the credit union. It got us out of a tough financial jam, and its convenient economical loans and loan service is helping us in the future. If you are not a member of your credit union, why don't you join us now?

From your league if it handles supplies or

Cuna Supply Cooperative

Madison 1, Wisconsin

It's a Grand Feeling!

IT'S great to be able to tell a widow that her husband's loan has been paid up in full because you carry Cuna Mutual Loan Protection. And if you let your

members know that you are able to do this (through regular bulletins, advertisements, and other publicity) you will get an increasing share of their loan business.

Write for free leaflet.

CUNA MUTUAL INSURANCE SOCIETY

P. O. Box 391, Madison 1, Wisconsin

P. O. Box 65, Hamilton, Ontario

A credit union well run
is fun
as well as profitable

WELL informed directors and committee members make for well run credit unions. For that reason those credit unions which limit themselves to one or two BRIDGE subscriptions seem to be missing a bet, especially in these trying times. To provide all your leaders the benefit of the assistance The BRIDGE has to offer, right off the press, right to their doors, send the required extra subscription orders (they will cost you only \$1 each) to

The BRIDGE **Madison 1, Wisconsin**
Official publication of the Credit Union National Association